

Video Case Study #1: Google, Inc.: The Right Ads at the Right Time Video Case Link

(http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch15_Google.mp4)

- 1- Describe several unique characteristics about Google and its business practices.
- 2- What is Google's philosophy about advertising? How can less advertising be preferred to more advertising?
- 3- Describe the types of online advertising available today. Which type of advertising does Google currently dominate? Why?
- 4- How can Google be successful in the display advertising business? What other areas of growth are likely to be pursued by Google in the future?

Video Case Study #2: Stuffdot Video Case Link

(http://ezto.mheducation.com/extMedia/bne/mktg/kerin12e/videos/Ch19_StuffDOT_video_Kerin12e.mp4)

- 1- (a) Who are StuffDOT's target markets and (b) what items are most likely to be Dotted by each of these user groups?
- 2- (a) Who are StuffDOT's major competitors and (b) what point(s) of difference should StuffDOT use to distinguish itself from them?
- 3- How should StuffDOT be marketed so that it becomes an integral part of everyday life?
- 4- How can the team create "buzz" for StuffDOT and grow its user base most effectively (a) using social media platforms (like Facebook and Twitter) and (b) using its own website?