

## **Assignment 5: Business Marketing**

In this Assignment, you will create an audiovisual presentation to verbally market a product to another business rather than to consumers.

According to Lamb et al. (2014), business marketing differs from marketing to consumers only in terms of the use of the products or services — leaving out the consumer. Business marketing entails marketing to persons and businesses who will then offer it to consumers. These products can include parts of goods or those that are used to manufacture other products, or services used by organizations to operate more efficiently or that are later resold. To demonstrate your comprehension of Business Marketing, read the following scenario and follow the directions to complete this Assignment.

### **Scenario:**

You have just been hired as a new Business-to-Business (B2B) marketing associate with ZMX Global, inc., a national distributor of food, beverage, and supplies to hospitality oriented businesses. As part of your marketing training, you have been tasked with finding new marketing opportunities (Retailers, wholesalers, Internet, institutions, etc.) for the distribution of a new product called “Bon Vivant Organic Gourmet,” a high quality organic frozen food product. Read the BonVivant Business and Product Profile: [Click here.](#)

Your job as a B2B marketing associate is to build relationships with reputable organizations that will successfully represent ZMX Global, Inc. and the Bon Vivant Organic Gourmet brand and product with integrity.

### **Directions:**

Using what you learn from reading Chapter 7 to inform your work on this Assignment, build a 5- slide audio visual presentation using Microsoft PowerPoint with audio covering the characteristics that make Bon Vivant Organic Gourmet a business product.

(This is where your microphone either built into your computer in most cases or alternatively your microphone headset you purchased, will be used.)

Access a tutorial on how to add audio to a PowerPoint presentation [here.](#)

*Scroll down to see the checklist and grading rubric...*

**Checklist:** Include the following information:

**Slide 1:** Title Slide. Include your name, date, title of the presentation.

- Oral narration: Introduce yourself and the topic of your presentation.
- Notes: Narration Script

**Slide 2:** Describe what type of business product ZMX Global, Inc. offers in the Bon Vivant Organic Gourmet frozen meal product line. Discuss why it can be considered a business product.

- Oral Narration: Explain your decision.
- Notes: Narration Script

**Slide 3:** Identify a business customer category (producer, reseller, government, or institutions) to focus relationship marketing and strategic alliance efforts in the sale of Bon Vivant Organic Gourmet frozen meals.

- Oral Narration: Explain why you chose the business customer category.
- Notes: Narration Script

**Slide 4:** Outline how the Internet can assist in B2B marketing efforts of the Bon Vivant Organic Gourmet product line.

- Oral Narration: Describe your ideas on this topic.
- Notes: Narration Script

**Slide 5:** Discuss the business market characteristics (see starting on page 117 in your chapter Reading) of the Bon Vivant Organic Gourmet product line. Identify a minimum of three (3) business market characteristics on the slide.

- Oral Narration: Briefly discuss the three (3) business market characteristics.
- Notes: Narration Script

**Slide 6:** References slide. Provide an APA style formatted References for your textbook.

- Oral Narration: Concluding remarks and state the References for your textbook.
- Notes: Narration Script

## Directions for Submitting this Assignment:

Review the grading rubric below before beginning this activity. For additional help with your writing and APA format and citation style, please visit the Kaplan University Writing Center accessed in the home area of this course. Compose your Assignment as a Microsoft PowerPoint with audio presentation and save it as (Example: TAllen-MT219 Assignment-Unit 5.ppt). Submit your file by selecting the Unit 5: Assignment Dropbox by the end of Unit 5.

<b>Unit 5 Assignment:</b>	<b>Percent possible</b>	<b>Points possible</b>	<b>Points Earned</b>	<b>Comments</b>
<b><i>Business Marketing</i></b>				
<b>Content per Checklists</b>	<b>100%</b>	<b>50</b>		
Response provides complete information demonstrating analysis and critical thinking. <b>Note: Highlighted areas denote oral presentation portion, each worth 3 points each.</b>	80%			
<b>Slide 1:</b> Provide title slide with name, date and title of presentation. <b>Introduce yourself and the topic of your presentation.</b>	10%	5		
<b>Slide 2:</b> Describe what type of business product ZMX Global, Inc. offers in the Bon Vivant Organic Gourmet frozen meal product line. Discuss why it can be considered a business product. <b>Explain your decision.</b>	14%	7		
<b>Slide 3:</b> Identify a business customer category (producer, reseller, government, or institutions) to focus relationship marketing and strategic alliance efforts in the sale of Bon Vivant Organic Gourmet frozen meals. <b>Explain why you chose the business customer category.</b>	14%	7		
<b>Slide 4:</b> Outline how the Internet can assist in B2B marketing efforts of the Bon Vivant Organic Gourmet product line. <b>Describe your ideas on this topic.</b>	14%	7		

<b>Slide 5:</b> Discuss the business market characteristics (see starting on page 117 in your chapter Reading) of the Bon Vivant Organic Gourmet product line. Identify a minimum of three (3) business market characteristics on the slide. Briefly discuss the three (3) business market characteristics.	14%	7		
<b>Slide 6:</b> Concluding remarks in oral narration and provide an APA formatted reference slide for your textbook.	14%	7		
<b>Subtotal:</b>	80%	40		
Provides an audio visual presentation consisting of at least six slides with notes and narration using correct grammar, spelling, and APA citation/format style.	20%	10		
	<b>Percent</b>	<b>Total Points possible</b>		
<b>Your Assignment Score:</b>	100%	<b>50</b>		