

Name: \_\_\_\_\_

Hour: \_\_\_\_\_

# ***Marketing Assignment***

**Instructions:** Use the information that you obtained from the SCALE part of the lecture to complete the following scenario.

1. Mr. Hale is the owner and operator of Hale's House of Horror, a costume shop in Farmington, MO and also Dexter, MO. His company designs, creates and sells Halloween costumes. During the time of year when very few costumes are being bought, his company is busy making hot new products for the upcoming busy season. Based on the concept of SCALE, how might Mr. Hale have to market his new products differently? What is the definition of SCALE? How does the change in SCALE affect marketing? *(Be sure to include information of when there is an increase and decrease)*

## ***Scope and Scale***

Name: \_\_\_\_\_

Hour: \_\_\_\_\_

# ***Marketing Assignment***

**Instructions:** Use the information that you obtained from the SCOPE part of the lecture to complete the following scenario.

2. Ms. Stapp is the owner and operator of Stapp's Softball Shop, a girls softball store here in Farmington, MO and also Washington, MO. Her company is a retail store for all of the latest fashions in softball, from uniforms to softballs to helmets, they have it all. Since softball is mainly a fall sport, there are times of the year when the SCOPE for some of her products go down. Also, there are times of year when the SCOPE for her products go way up. When SCOPE changes for her business, how would her marketing change? What is the definition of SCOPE? How does the change in SCOPE affect marketing? *(Be sure to include information of when there is an increase and decrease)*

## ***Scope and Scale***