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MBAF 503: Case Study 5 – Marketing

Many marketers put coupons in magazines and newspapers. Some place tear-coupons in supermarket and other store displays. The latest in couponing is Internet placement.

1. Are you willing to register at these sites to have free coupons e-mailed to you? Why or why not?
2. What could these websites do to become more user-friendly?
3. Have you become more price-conscious now that websites give so much competitive information about price and coupons? Is that a good thing for marketers? Why, why not?

Hints:

- To find such sites, go to (<http://www.couponmountain.com>) and click on various links to explore what is available. Sometimes the best deal is to pay nothing at all.
- Check out free offers on the Internet, at <http://www.frugalshopper.ca>, <http://www.savingumoney.ca>, <http://www.redflagdeals.com/in/toronto/coupons/> or other sites of your choice.

- Submit a 750-word essay covering the above topics (about 3 pages).
- Give at least 4 valid academic references – outside the textbook. [Hint: use UCW's library, avoid Google]
- Include your word count in the title page, and a separate a reference page. Follow APA.



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