SQ5R

An Organized Approach to Textbook Reading

Make your textbook your tool!
What plan do you have for reading a chapter in a textbook?

Do you grab a highlighter and begin?
The result of this approach.....

What is important?
Active vs. Passive Reading

The example you just looked at encourages passive reading. The student is not organizing information, and recognizing major details and central points.
Active Reading

• This results in a text that has been marked to show key ideas, major details and notes to study from and prepare for the test.

• *It is not how much time you put in, but what you put into the time*
Why Do People Eat Dirt?

Geophagia, the eating of earth, is defined as a special form of "pica," or the habitual consumption of items not commonly considered to be food, or the compulsive consumption of otherwise normal food items. There is a preference for certain kinds of earth or clay, and clay is often baked before consumption, or formed into tablets, or mixed with other substances such as honey.

Geophagia presents a fascinating puzzle that occurs in several areas of the world. It has been documented in Native American groups of South America, in the Mediterranean region, among women and children in India, among pregnant African American women and children, and in some African cultures.

Many medical experts feel the reason people eat dirt is because there is something wrong with them. Some ailments implicated in geophagia are colon perforation, fecal impaction, severe tooth abrasion, and especially anemia.

According to this view, anemic persons consume earth as an unconscious way of increasing iron levels. Therefore, geophagia can be "cured" through iron therapy. Other experts argue the arrow of causation points in the opposite direction: Clay consumption reduces the body's ability to absorb iron, so it causes anemia, but the data are inconclusive. Thus, while an association between geophagia and anemia seems often (but not always) to exist, the direction of causation is undetermined.

Some medical anthropologists propose that geophagia may have several positive adaptive values. Eating clay, they say, may function as a supplement to dietary minerals. Clay from markets in Ghana, for example, have been found to contain phosphorus, potassium, calcium, magnesium, copper, zinc, manganese, and iron. Another adaptive role of geophagia is its traditional antidiarrheal preparations. Many clays of Africa have similar compositions to that of Kapectate, a Western commercial antidiarrheal medicine. A third hypothesis is that consumption of clay along with plant materials that contain certain toxins (poisons) serves as a detoxicant. Nausea or indigestion from eating such foods is thus avoided. This hypothesis receives support from the common practice of clay eating during famines. This would help people digest leaves, bark, and other uncommonly eaten and hard-to-digest foods. In addition, laboratory rats react to exposure to chemical toxins or new flavors by eating clay.

Barbara Miller, Cultural Anthropology, 2nd (adapted)
LET’S GIVE IT A TRY!

Let’s apply the organized approach of SQ5R to a chapter in a business textbook, *Marketing Throughout the Product Life Cycle*.
If you are in the reading lab ask an instructor for a copy of the textbook chapter.
1. Before you start look the chapter over

2. Read all of the subheadings, look at the diagrams charts and graphs
Marketing Throughout the Product Life Cycle

Michael R. Solomon and Elnora W. Stuart

Prereading Questions
1. What is a product life cycle?
2. What factors influence how long a product's life cycle will last?

The zipper is an example of a humble, low-tech product that has managed to live an exceptionally long life. Invented in the 1800s, the zipper was not used in men's clothing until the 1930s. These "hookless fasteners," as they were once called, were originally intended for use on high-buttoned shoes. It took time to be used in men's trousers because competitors argued that this "newfangled gadget" could result in serious injuries (ouch!). In 1936 the Prince of Wales adopted the zipper and was the first monarch to "sit on a throne bezipped."

In fact, many products have very long lives. The product life cycle is a useful way to explain how product features change over the life of a product. We have talked about how marketers go about introducing new products, but launching a product is only the beginning. Product marketing strategies must evolve and change as they continue through the product life cycle.

The concept of the product life cycle does not relate to a single brand but to the generic product. Thus, we talk about the life cycle of personal computers, not Compaq computers, of automobiles, not Mustangs. Some individual brands may have short life expectancies. Who remembers the Nash car, or Evening in Paris perfume? Others seem almost immortal: A Boston Consulting Group study found that 27 or 30 brands that were number one in 1930 are still number one today. These brands include Ivory soap, Campbell's soup, and Gold Medal flour.

The Introduction Stage
We can divide the life of a product into four separate stages. The first stage of the product life cycle, shown in Figure A (p. 394), is introduction when customers get their first chance to purchase the good or service. During this early stage, a single company usually produces the product. If the product is accepted and profitable, competitors will follow with their own versions.

During the introduction stage, the goal is to get first-time buyers to try the product. Sales (hopefully) increase at a steady but slow pace. Also evident in Figure A, the company does not make a profit during this stage. Why? Two reasons: research and development (R&D) costs and heavy spending for advertising and other promotional costs.

During the introduction stage, pricing may be high to recover the research and development costs (demand permitting) or low to attract large numbers of consumers. For example, the Panasonic digital Palmcorder has a suggested retail price that's about
The Product Life Cycle

**Introduction Stage**
- Sales and Profits: No profits because the company is recovering R&D costs

**Growth Stage**
- Sales and Profits: Profits increase and peak

**Maturity Stage**
- Sales peak

**Decline Stage**
- Market shrinks: Sales fall

---

Double that of Panasonic's nondigital Palmcorders and is designed to appeal to consumers who are willing to pay dearly for the latest technological advances. The high cost helps Panasonic recover its R&D costs.

How long does the introduction stage last? How long the introduction stage lasts depends on a number of factors, including marketplace acceptance and producer willingness to support the product during its start-up. In the case of the microwave, sales in countries such as Japan were much stronger, which supported the product through its long introduction stage.

Not all products make it past the introduction stage. For a new product to be successful, consumers must first know about it. Then they must believe that the product is something they need. Thus, marketing during this stage often focuses on informing consumers about the product, how to use it, and its benefits. Overall, 38 percent of all new products fail.

One of the most noted examples of products that never got past the introduction stage is the Ford Edsel automobile. Introduced in 1957 and named after the only son of Ford's founder, the Edsel was designed to compete with such cars as the Chrysler New Yorker. It boasted high horsepower, tail fins, three-tone paint jobs, wraparound windshields, a "horsecollar" grille, and a push-button gearshift. The problem was that consumers didn't like the Edsel (many considered it just plain ugly) and only 110,847 Edsels were made before Ford abandoned the car, making the word Edsel synonymous with failure.

**The Growth Stage**

The second stage in the product life cycle, the growth stage, sees a rapid increase in sales while profits increase and peak. Marketing's goal here is to encourage brand loyalty.
Marketing Throughout the Product Life Cycle

convincing the market that this brand is superior to others in the category. In this stage marketing strategies may include the introduction of product variations to attract market segments and grow market share. When competitors appear, markets must use heavy advertising and other types of promotion. Price competition may develop, driving profits down. Some firms may seek to capture a particular segment of the market by positioning their product to appeal to a certain group.

The Maturity Stage

The maturity stage of the product life cycle is usually the longest. Sales peak and then begin to level off and even decline while profit margins narrow. Competition grows intense when remaining competitors fight for a piece of a shrinking pie. Because most customers have already accepted the product, sales are often to replace a “worn-out” item or to take advantage of product improvements. For example, almost everyone owns a television so companies typically sell new TVs when consumers’ sets die. During the maturity stage, firms will try to sell their product through all suitable retailers because product availability is crucial in a very competitive market. Consumers will not go far to find one brand when others are closer at hand.

To remain competitive and maintain market share during the maturity stage, firms may tinker with the marketing mix. Competitors may add new “bells and whistles” to their products’ features, as when producers of potato chips and other snack foods modify their products. When consumers turned from high-fat snacks, chip makers gave them baked, “low-fat” products. In 1998 Frito-Lay introduced its WOW! Line of fat-free chips. And television manufacturers are hoping to invigorate sales with new flat-screen TVs.

Attracting new users of the product is another strategy used in the maturity stage. Market development, means introducing an existing product to a market that doesn’t currently use it. Many U.S. firms are finding new markets in Eastern Europe for products whose domestic sales are lagging. For example, in the early 1990s, when IBM personal computers lost popularity in the United States, the company was able to capture a large percentage of the exploding Eastern European computer market.

The Decline Stage

The decline stage of the product life cycle is characterized by a decrease in product category sales. Often this is because new technology has made the product obsolete, as when computers caused the decline of the typewriter. Although a single firm may still be profitable, the market as a whole begins to shrink, profits decline, and suppliers pull out. In this stage, there are usually many competitors with no one having a distinct advantage.

A firm’s major product decision in the decline stage is whether or not to keep the product. Once the product is no longer profitable, it drains resources from the firm—resources that could help develop new products. If the decision is to drop the product, elimination may be handled in two ways: phase it out by cutting production in stages and letting existing stocks run out, or simply drop the product immediately. If the established market leader anticipates that there will be some residual demand for the product for a long time, it may make sense to keep the product on the market. The idea is to sell a limited quantity of the product with little or no support from sales, merchandising, advertising, and distribution and just let it “wither on the vine.” Some classic products have been able to hang in there with little or no marketing support, such as the Pilot Stapler, which has been on the market for 70 years.
1. Think about what you already know about the topic and what you would like to know......

2. Example: You know some products like Tide or Ivory soap have been sold for many years and other products don’t last. Why do some products disappear?
1. Go to the first Subheading of the chapter and turn the title into a question and
2. Write your question next to the heading

Example:

*The Introduction stage*

What happens in the Introduction stage?

Do all products make it past this stage?
1. Now you are ready to read this section of the chapter. Keep the questions you created in mind as you read and look for answers.

2. Circle words you don’t know the meaning of and clarify.

3. Ask questions and respond to the text.

Always have a pen in hand while reading.
1. Now you are ready to mark the text. Underline selectively key words, major details and main ideas

2. Summarize ideas in the margin
Marketing Throughout
the Product Life Cycle
Michael R. Solomon and Elnora W. Stuart

Prereading Questions
1. What is a product life cycle?
2. What factors influence how long a product's life cycle will last?

The zipper is an example of a humble, low-tech product that has managed to live an exceptionally long life. Invented in the 1800s, the zipper was not used in men's clothing until the 1930s. These "hookless fasteners," as they were once called, were originally intended for use on high-buttoned shoes. It took time to be used in men's trousers because competitors argued that this "newfangled gadget" could result in serious injuries (ouch!). In 1936 the Prince of Wales adopted the zipper and was the first monarch to "sit on a throne bezipped."

In fact, many products have very long lives. The product life cycle is a useful way to explain how product features change over the life of a product. We have talked about how marketers go about introducing new products, but launching a product is only the beginning. Product marketing strategies must evolve and change as they continue through the product life cycle.

The concept of the product life cycle does not relate to a single brand but to the generic product. Thus, we talk about the life cycle of personal computers, not Compaq computers, of automobiles, not Mustangs. Some individual brands may have short life expectancies. Who remembers the Nash car, or Evening in Paris perfume? Others seem almost immortal: A Boston Consulting Group study found that 27 or 30 brands that were number one in 1930 are still number one today. These brands include Ivory soap, Campbell's soup, and Gold Medal flour.

I. The Introduction Stage — How is Product Introduced?

We can divide the life of a product into four separate stages. The first stage of the product life cycle, shown in Figure A (p. 394), is introduction when customers get their first chance to purchase the good or service. During this early stage, a single company usually produces the product. If the product is accepted and profitable, competitors will follow with their own versions.

During the introduction stage, the goal is to get first-time buyers to try the product. Sales (hopefully) increase at a steady but slow pace. Also evident in Figure A, the company does not make a profit during this stage. Why? Two reasons: research and development (R&D) costs and heavy spending for advertising and other promotional costs.

During the introduction stage, pricing may be high to recover the research and development costs (demand permitting) or low to attract large numbers of consumers. For example, the Panasonic digital Palmcorder has a suggested retail price that's about
Pansonic Digital recorder

How long does the introduction stage last? How long the introduction stage lasts depends on a number of factors, including marketplace acceptance and producer willingness to support the product during its start-up. In the case of the microwave, sales in countries such as Japan were much stronger, which supported the product through its long introduction stage.

Not all products make it past the introduction stage. For a new product to be successful, consumers must first know about it. Then they must believe that the product is something they need. Thus, marketing during this stage often focuses on informing consumers about the product, how to use it, and its benefits. Overall, 38 percent of all new products fail.

One of the most noted examples of products that never got past the introduction stage is the Ford Edsel automobile. Introduced in 1957 and named after the only son of Ford's founder, the Edsel was designed to compete with such cars as the Chrysler New Yorker. It boasted high horsepower, tail fins, three-tone paint jobs, wraparound windshields, a "horse-collar" grille, and a push-button gearshift. The problem was that consumers didn't like the Edsel (many considered it just plain ugly) and only 110,847 Edsels were made before Ford abandoned the car, making the word Edsel synonymous with failure.
Before going to the next section of the chapter

Read aloud what you underlined in the passage and your summary notes in the margin
Then….

1. Go to the next heading and repeat the process
2. Turn the heading into a question………………
   What happens in the Growth Stage??
3. Read once and circle unknown words and look for answers to the questions you created. Ask questions as you read
4. Read a second time and underline selectively. Also, be sure to summarize Key Ideas in margin of the text.
Repeat this process until you reach the end of the chapter

1. Read
2. Record
3. Recite
Recite or read aloud the key words in the passage and your summarized notes in the margin
Compare your markings

Now compare the rest of your annotated chapter to the following:

**The Growth Stage**

The second stage in the product life cycle, the growth stage, sees a rapid increase in sales while profits increase and peak. Marketing's goal here is to encourage brand loyalty by announcing the market that this brand is superior to others in the category. In this stage, marketing strategies may include the introduction of product variations to attract market segments and grow market share. When competition peaks, markets must use heavy advertising and other types of promotions. Price competition may develop, driving profits down. Some firms may seek to capture a particular segment of the market by positioning their product to appeal to a certain group.

**The Maturity Stage**

The maturity stage of the product life cycle is usually the longest. Sales peak and then begin to level off and even decline while profit margins narrow. Competition grows intense when remaining competitors fight for a piece of a shrinking pie. Because most consumers have already accepted the product, sales are often to replace a "worn-out" item or to take advantage of product improvements. For example, almost everyone owns a television so companies typically sell new TVs when consumers' sets die. During the maturity stage, firms will try to sell their product through all suitable retailers because product availability is crucial in a very competitive market. Consumers will not go far to find one brand when others are closer at hand.

To remain competitive and maintain market share during the maturity stage, firms may enter new industries, or the marketing mix may add new "ells and whistles" to their products' features, as when producers of potato chips and other snack foods modify their products. (When consumers turned from high-fat snacks, chip makers gave them baked, "low-fat" products. In 1998, Frito-Lay introduced its WOW! Line of fat-free chips. And television manufacturers are hoping to invigorate sales with new flat-screen TVs.)

Attracting new users of the product is another strategy used in the maturity stage. Market development means introducing an existing product to a market that doesn't currently use it. Many U.S. firms are finding new markets in Eastern Europe for products whose domestic sales are lagging, for example, in the early 1990s, when IBM personal computers lost popularity in the United States, the company was able to capture a larger percentage of the exploding Eastern European computer market.

**The Decline Stage**

The decline stage of the product life cycle is characterized by a decrease in product category sales. Often this is because new technology has made the product obsolete, or when computers caused the decline of the typewriter. Although a single firm may still be profitable, the market as a whole begins to shrink, profits decline, and suppliers pull out. In this stage, there are usually many competitors with no one having a distinct advantage.

A firm's major product decision in the decline stage is whether or not to keep the product. Once the product is no longer profitable, it uses up resources from the firm—resources that could help develop new products. If the decision is to drop the product, elimination may be handled in two ways: phase it out by cutting production in stages and letting existing stocks run out, or simply drop the product immediately. If the established market leader anticipates that there will be some residual demand for the product for a long time, it may make sense to keep the product on the market. The idea is to sell a limited quantity of the product with little or no support from sales, merchandising, advertising, and distribution and just let it "wither on the vine." Some classic products have been able to hang in there with little or no marketing support, such as the Pilot Stapler, which has been on the market for 70 years.

-Solomon and Stuart, Marketing: Real People, Real Choices, pp. 366-69
Review

Now you are ready to use the tools you created to prepare for the exam by going back over the important ideas and memorizing information.
Since college tests often ask you to apply the information you have learned, think of some BIG questions.

**Examples**—

How does the Growth stage differ from the Maturity stage?

Why do some products not successfully make it through the Marketing life cycle???
Finally......

- Follow these strategies for reading a college textbook

**Remember**

- Active Readers get the most out of the time they spend studying and reading.
- Passive readers have little to show but a bright yellow page for the time spent reading.