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**Marketing II**  
**Secondary Marketing Research 2004**

**RESEARCHING FRIGHTENING FOODS**

1. Divide the class into groups with 3 to 4 students per team.
2. Explore a food people love to hate. Examples include: SPAM, Twinkies, Oreos, Tang, Cool Whip, Ovaltine, Mrs. Paul's products, KFC, Taco Bell, etc..  
**Discover everything you can about your product.** Use your textbook, the Internet, 800 numbers, library books and articles, trade journals, food industry materials. The materials used must provide secondary marketing research.
3. Remember to evaluate your product in terms of product utility (form, time, place, possession), the 4 P's of marketing (price, product, place, promotion). Report any findings you learn about your product, including product history.
4. You will have 2 days in class to work. You will present the third day in class. You will need to prepare a 2 page typed, double spaced paper on your findings. The day you present in class you may bring samples of your product for the class. Be creative! Work as a team!