The students in Mr.Roshong's Essentials of Marketing Class had the opportunity to listen to T. J. Ford, Product Manager of Stryker Orthopedics, Tradelle Ward, Sales Education and Marketing Associate and Cyndi Hawkins, Associate Professional Services Manager discuss the role of marketing in their company. The students received a first-hand account of how knowledge of the 4 P's of Marketing play an intricate role in Stryker Orthopedics success.

The students were given an idea of what they were studying in the class is a concept that is practiced in the business world. Planning a product and monitoring it and its life cycle was just an idea in the classroom, but Mr. Ford illustrated how this was reality to his company. The same was true in coming up with promotions to influence customer decision-making. What interior and exterior pressures can influence the pricing of a product was also an important function of Mr. Ford's team. Lastly, the decision on how the product gets to the consumer is the last function of marketing—Distribution.

Students had the opportunity to ask any questions of the presentation or questions in general. The students were very fortunate to be able to see what they studied is actually practically applied in the business world. We were truly fortunate to have Ms. Hawkins setup this in school field trip.

(l to r) Mitch Roshong, Tradelle Ward, Cyndi Hawkins, T. J. Ford, Tyler Kirkwood and Dan Stryker

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