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Steven W. Hartley is Professor of Marketing in the Daniels College of Business at the University of Denver. He holds Bachelor of Mechanical Engineering, Master of Business Administration, and Ph.D. degrees from the University of Minnesota. Dr. Hartley was formerly the chair of the Department of Marketing at the University of Denver, and has taught...

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Currently, the new food is only available from Walmart, but a national retail roll-out is anticipated in 2021. PepsiCo plans to promote the new product using multiple marketing channels including shopper marketing (in store), and strong social media. Anyone hungry for some spicy mac and cheese? Group Activities and Discussion Questions:

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