

MARKETING DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- 1) What images spring to mind when you hear the word 'marketing'?
- 2) Would you like to work in marketing?
- 3) What marketing tactics do you think are very successful?
- 4) What do you think of things like Christmas being marketed?
- 5) What do marketing executives do in their jobs?
- 6) How has the Internet changed marketing?
- 7) Is there too much hype in marketing?
- 8) What do you think of McDonalds' marketing techniques aimed at attracting children?
- 9) How would you start marketing a product or idea you had?
- 10) What is your opinion of marketing in the era of globalization?

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STUDENT B's QUESTIONS (Do not show these to student A)

- 1) What is marketing?
- 2) What's the best marketing campaign you know of?
- 3) What's the difference between marketing and advertising?
- 4) Do you think that McDonald's is a marketing machine for the entertainment industry that is disguised as a restaurant?
- 5) Are marketing executives good at selling us exactly what we don't really need?
- 6) What do you think of the marketing strategies used in sports?
- 7) Do expensive brands use different types of marketing to cheaper products?
- 8) How do marketing techniques differ from country to country?
- 9) How much of marketing is lying?
- 10) Why are cigarette companies still so successful in their marketing?

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