

Marketing (Student A)

1. Can you think of a highly successful marketing campaign by a famous company? Why was it so successful?
 2. Do you think that social media marketing is the future?
 3. Can you think of any other ways of using the internet to market a product or service?
 4. What do you normally do with junk mail? Why do companies keep sending it?
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Marketing (Student B)

1. Can you think of any infamous marketing disasters? What went wrong?
 2. Would marketing through social media be effective for your company?
 3. Is leafleting in the street an effective means of marketing in the 21st century?
 4. Why do companies sometimes offer discounts on certain products? Why are they so effective?
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Marketing (Student C)

1. Can you trust adverts that you see on social media?
 2. Do you pay any attention to email adverts? Do you think they work?
 3. Would you be happy to stand in the street and hand out leaflets?
 4. Do you think gift vouchers are a good idea? Do you like receiving them?
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