

Seminar Week 1

Extract from Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing* (3rd edition). Harlow, Pearson Education Ltd.

Questions (group work)

1. Are there social and cultural norms regarding what is considered ethical/unethical behaviour for us as consumers? Please, if possible, give specific examples.
2. What is meant by **caveat vendor**? Why do you think this term is mentioned in the reading (p.17).
3. What shifts have there been regarding marketing foci for companies with the rise of the internet?
4. What ethical/unethical behaviour might relate to social media marketing (and your own social media marketing)?

Workbooks – practical task

1. Your task today is to think about what you could use social media to market. In the past we have had people marketing a friend's hairdressing business, individual gardening services, a pub where a student worked part time – all with the permission from these people/organisations. Other students have marketed their own fitness or beauty blog and one student marketed the Media and Culture degree course. Do feel free to discuss your ideas with the lecturer – whilst you are thinking about this, you can also complete the tasks below.

2. Choose one of the workbooks that are available on Blackboard. Look at the Contents page and find something you are less familiar with and complete a task in relation to that social media. You will need to show, in the appendix of assignment 1, some engagement with each of these workbooks.

What constitutes Engagement for assignment 1

This could be a sentence or two about using analytics (if you haven't used these before), or using the suggestions about timings of social media postings to inform some of your social media marketing. It could be something as simple as noting what you have learned from looking at one of the suggested websites in these workbooks. The idea is to do something each week from each of the five workbooks.