

Week 4: Marketing, stealth, STP and segmentation.

Read the extract on Stealth Marketing from Dacko, S. (2008) *Advanced Dictionary of Marketing*. Oxford, Oxford University Press (p. 497)

Questions

1. What is stealth marketing?

2. What examples can you think of in relation to social media?

3. What kind of strategies that you are using for your social media campaign might be considered as stealth marketing?

Reading the extract on STP Marketing from Dacko, S. (2008) *Advanced Dictionary of Marketing*. Oxford, Oxford University Press (p.498)

Questions

1. What is important in STP marketing?

2. How might these be important in relation to your social media campaign?
 - Segmentation

 - Targeting

 - Positioning

Reading the extract on Marketing from Dacko, S. (2008) *Advanced Dictionary of Marketing*. Oxford, Oxford University Press (p.318)

Questions

1. How has the definition of marketing changed over time?

2. What factors do you think are most important in relation to marketing?