

Week 5: Digital and direct Marketing

Extract from: Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing*. Harlow: Pearson

1. What is M-commerce?
2. Brassington and Pettitt (2013:442) 'Shoppers rely on three types of mobile content when making buying decisions: product details (including price), user reviews, and personalised recommendations.' Do you agree that you rely on these specific buying decisions? Are they all equally important in relation to your buying decisions?
3. Which activities do you use most use mobile facilities to purchase?
4. Is there a difference between using a computer and phone to purchase products? What might be the advantages/disadvantages of each?

Extract from McStay, A. (2016) *Digital Advertising*, London: Palgrave.

1. How are virtual personal assistants defined? What might be included in these?
2. Are there any disadvantages of our entire contexts of our lives being mapped?
3. Do you still feel in control of your choices?

What is mobile marketing <https://youtu.be/pyb-9N65M-M> (2.22 mins)

1. Do you agree with the categories highlighted?

Questions relating to Chaffey, D. and Ellis-Chadwick, F. (2012) *Digital Marketing*. Edinburgh, Pearson Education Ltd. (p.531-533)

1. What does the reading suggest is the biggest factor in determining whether a campaign goes viral (p.531)
2. What kind of emotions tend to make you share things on social networking sites?
3. Looking at the golden rules of social networking (p.532) – how might these relate to your particular SWOT analysis for your portfolio?
4. What risks might exist in relation to things going viral?