

Seminar Week 1

Extract from Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing* (3rd edition). Harlow, Pearson Education Ltd. (EBook) pp.3-4

Questions (group work)

1. Have a look at the definitions of marketing on pages 4 and 5. Which do you think is most important and why?
2. Regarding the section titled: Marketing is about giving customers what they want – why is this important and what happens when it fails?
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)?

For discussion

1. What have you already used in relation to social media? What social media is useful for marketing? What analytics have you used in relation to social media?
2. Search 'Social Media marketing metrics' and discuss where this might be relevant for assignment 1