

# Marketing debate flashcard



**ASSIGN  
BUSTER**

Choose a position Does marketing shape consumer needs? Or Does marketing merely reflect the needs and wants of consumers? 2) Online vs.. Offline Privacy? Take a position: Privacy is a bigger issue in the online world than in the offline world. Or Consumers receive more benefit than risk from marketers knowing their personal information. 3) Is mass marketing dead? Mass marketing is dead. Or Mass marketing is still a viable way to build a profitable brand. 4) Is target marketing ever bad? Targeting minorities is exploitive.

Or Targeting minorities is a sound business practice. 5) How do you attack a category leader? The best way to challenge a leader is to attack its strengths. Or The best way to attack a leader is to avoid a head-on assault and to adopt a flanking strategy. 6) Do brands have finite lives? Take a position: Brands cannot be expected to last forever. Or There is no reason for a brand to ever become obsolete. 7) Who should you target with new products? Consumer research is critical to new-product development. Or Consumer research may not be all that helpful in new-product development. Is the right price a fair price? Prices should reflect the value that consumers are willing to pay. Or Prices should primarily just reflect the cost involved in making a product. 9) Does it matter where you are sold? Channel images do not really affect the brand images of the products they they sell that much. Or Channel images must be consistent with the brand image. 10) Has TV advertising lost power? TV advertising has faded in importance. Or TV advertising is still the most powerful advertising medium. 1 1) Google other marketing debate !!!