

Marketing

Defining Marketing

Group debate on the value of marketing to society

The Defining Marketing section raised issues about the value of marketing to society and asked you to consider your own feelings about this. This exercise provides an opportunity to think and talk through some of your attitudes to marketing.

For this activity, the class has to be divided into two groups (A and B). Both groups have to develop a case to support one of the following statements:

Group A: Marketing is a manipulative and wasteful activity damaging to society as a whole

Group B: Marketing is beneficial and productive activity that improves the quality of peoples' lives

Questionnaire

Before initiating the discussion both groups should fill out the following questionnaire:

1. List up to five reasons why you believe your statement is true?
(you might include examples)

2. List up to five reasons that you think the other group might give to defend their statement, and think of responses that will undermine or counter these arguments? (you might include examples)

After everyone has prepared, each group will have 7 minutes to present their case. After each group has presented its case, the floor will be open for a 20-minute long discussion. To conclude the debate and decide which group has presented the strongest case; each group has to present a 5-minute long closing statement synthesising points raised in the discussion.