

Chapters 2-4

Discussion and exercises

Answer the following questions in Google Doc and share it with me: proserpi@usc.edu

Recall that:

- The doc should include **name, last name, USC ID, section number**
- The file name should be **lastname-section_number.xxx** (if the doc is created by a group, simply pick one of the participant's last name)
- **I won't take into consideration documents that do not follow this format**

How Amazon's Acquisition of Whole Foods will Affect the way Consumers Shop

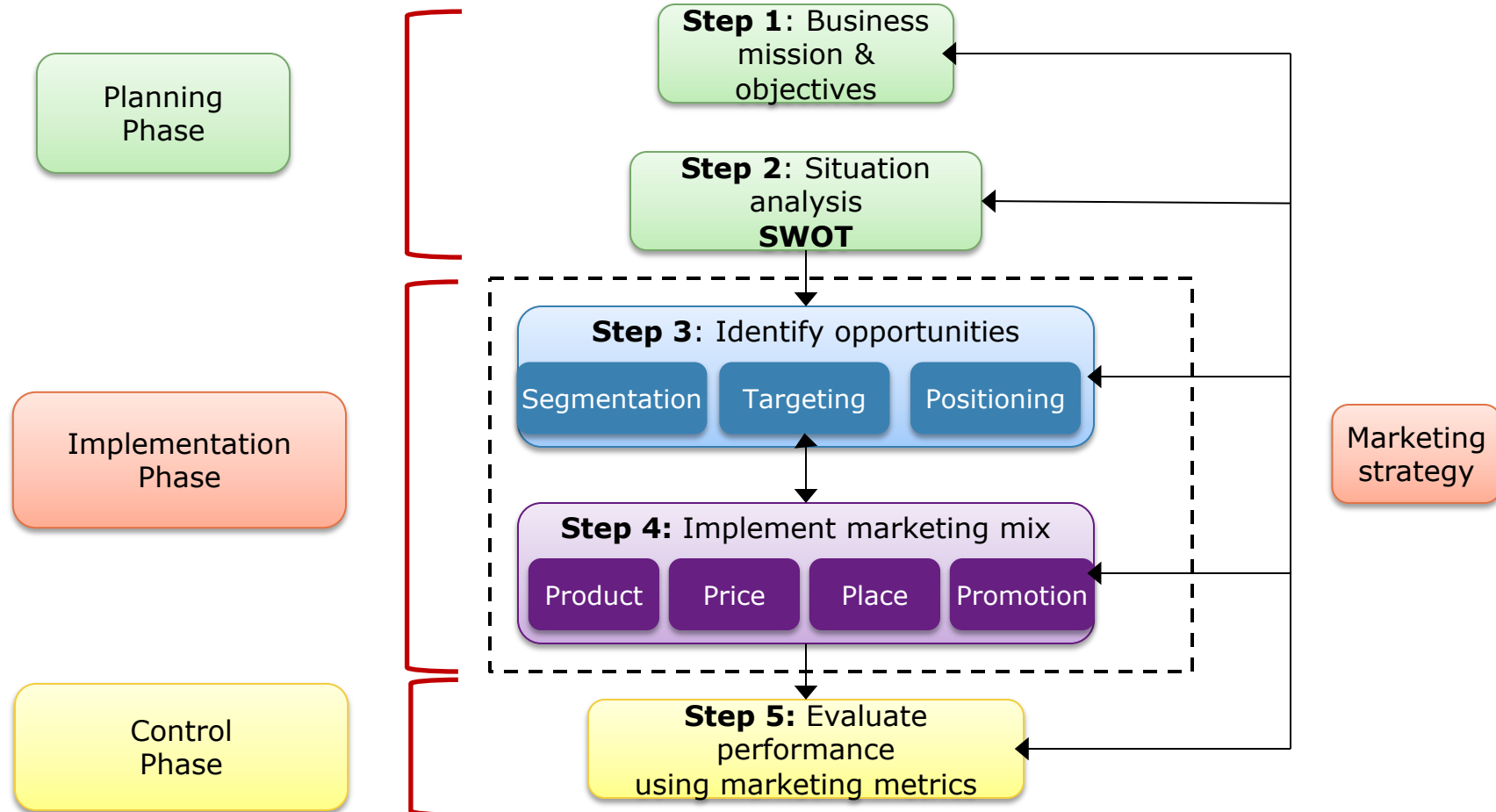
<https://www.youtube.com/watch?v=6gQrgIj1Fk0&t=5s>

Questions

1. Consistent with the title of this video, how might Amazon's acquisition of Whole Foods affect the way consumers shop?
2. Which growth strategy is Amazon implementing?

Read the following New York Times article and identify each step of the Disney Marketing plan.

http://www.nytimes.com/2013/01/07/business/media/at-disney-parks-a-bracelet-meant-to-build-loyalty-and-sales.html?_r=0



Seven Ways Social Media Keeps Us Hooked

<https://www.youtube.com/watch?v=neQEhpwpSq8>

Questions:

1. According to the video, what are the ways social media keeps us hooked?
2. Based on the seven factors identified in this video, what should brands be doing on social media?

Think about a company that engaged in unethical marketing practices and describe what the company did