

5.11: Applied Marketing Knowledge- Discussion Questions

1. Somewhat like the cola wars of the 1980s, quick-service food chains are engaging in chicken wars. List and discuss at least two ways Chick-fil-A, Popeye's, and Slim Chickens have differentiated and positioned their products as they fight for customers.
 2. Why would a local hair salon choose to use geographic segmentation variables and a narrow, concentrated marketing strategy rather than psychographic, demographic, or behavioral variables plus undifferentiated, differentiated, or micromarketing strategies? Might the salon be more successful at reaching its target audience through multi-segment marketing?
 3. Describe the major elements of a positioning statement. Which words in the following Walt Disney World positioning statement —“For the young and young-at-heart, Walt Disney World is the theme park that best delivers on an immersive and magical experience because Walt Disney World, and only Walt Disney World, connects you to the characters and worlds you most desire”—illustrate what Disney World promises customers and why it delivers on this promise better than competitors in the entertainment industry?
 4. Have you ever watched cartoons? If so, have you seen content that you would consider unethical targeting by advertisers? Common examples of ethical lapses include ethnic and racial profiling, promoting gender stereotypes, depicting violence, and encouraging child obesity.
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