

12.9: Applied Marketing Knowledge- Discussion Questions

1. Evaluate the skills that are required to be successful in a personal-selling position. What are they, and why do you believe they would be important?
 2. Consider the communication process discussed in this chapter. Explain the process as you understand each step. Where do you believe the biggest challenges are from a marketing perspective?
 3. Explain the ethical issues involved in the messaging that marketers create. How can they make sure that they are not crossing the line when it comes to these issues?
 4. Identify some of the benefits and pitfalls of paid sponsorships. Occasionally, an issue hits the news about something that had a blowback effect on the company that sponsored a team, event, or product.
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