

Name: _____ Date: _____



Chapter 5 Review

Listen and Speak

Instructions

In Chapter 5, you learned about the role social media plays in marketing research. Work with a group of three to answer the questions for ONE of the following scenarios. Assemble your answers in a digital presentation and present your recommendations to the class.

Scenario 1: You have a great idea for a website and smartphone application that allows students to complete homework on their phones.

Scenario 2: You and a friend own an animal grooming business.

Scenario 3: You have several years of experience designing computers and now you wish to start your own company.

Scenario 4: After graduating from a culinary academy you opened a food truck.

Scenario 5: Your friend wants you to help him grow his lawn care business this summer.

Scenario 6: You've spent years designing and making your own clothing and accessories. You have several connections in the retail industry and are considering starting your own business.

Scenario 7: You love working with children and are interested in either providing childcare or tutoring services.

Scenario 8: You design logos and provide graphic design services for small businesses in your local community.

Scenario 9: You and your group of friends enjoy taking videos and editing them into short films. You are considering creating a video production company to produce marketing videos for local businesses.

Scenario 10: Whenever you are done using an article of clothing, jewelry, or shoes that are in good condition, you sell them online for a profit. You're curious whether or not other people would pay you to help them sell their unwanted items.

Answer the following questions in your presentation:

1. What is the role of social media in marketing research for your business scenario?
2. How will marketing research impact your decision-making?
3. In addition to social media, what other types of traditional marketing strategies would you use to promote your business?