Q1. State the opposing ethical arguments about marketing: Does marketing satisfy or create customer’s needs and wants? Compare and contrast these arguments in terms of benefits and detrimental effects on individuals, businesses, and the societies or nations in which they function. Finally, evaluate the arguments, supporting your stance for one argument over the other. (20 points) (A 1-page response is required.)

Q2.

You are the marketing manager for a video rental chain. You have been asked to define the major competitive spheres within which your company will operate. Respond to the following competitive elements. (30 points) (A 2-page response is required.)

1. Industry
2. Products and Applications
3. Competence
4. Market Segment
5. Vertical
6. Geographical

**P.S**

You must appropriately cite all resources used in your responses and document in a bibliography using APA style.

Cited sources:

Kotler, P., & Keller, K. (2012). *Marketing Management* (14th ed.). Upper Saddle River, NJ: Prentice Hall. Ch. 1, 2.

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McLeod, G., Insch, A. & Henry, J. (Aug 2011). *Australasian Marketing Journal*, 19.3, 212-222.

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Ulrich R. O., & Keven M. (2008). *Journal of Marketing*: Vol. 72, No. 3, pp. 64-81. doi: 10.1509/jmkg.72.3.64