**DISCUSSION QUESTION 1-2**

MG641 Marketing Management

**Lesson 1: Marketing, A Macro Perspective**

Upon completion of the Required Readings, write a thorough, well-planned narrative answer to the following discussion question. Rely on your Required Readings and the Lecture and Research Update for specific information to answer the discussion question, but turn to your original thoughts when asked to apply, evaluate, analyze, or synthesize the information. Your Discussion Question response should be both grammatically and mechanically correct, and formatted in the same fashion as the question itself. If there is a Part A, your response should identify a Part A, etc. In addition, you must appropriately cite all resources used in your responses and document in a bibliography using APA style.

**Discussion Question 2 (50 points)**

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. (50 points) (A 2-page response is required.)

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

**Grading Rubric**

*Please refer to the rubric on the following page for the grading criteria for this assignment.*

