

Mr. Kazanjian
Marketing Class
Lesson 1-7 Sears Roebuck

Do Now: Define GDP

Do Now: Take a look at the chart referenced in the video. Describe what you see and what it means.

1.) Read the attached article "The American Economy in 1900". What was the United States primary employer in the 1800's? By the 1900's what shift took place?

2.) Pause the video America's Population Growth at the year 1890. Describe what you see.

3.) How are Sears Roebuck of the 1900's and Amazon.com of the 2000's similar?

4.) From a marketing standpoint, how did Sears take over America in the 1900's?

5.) How did Sears decision to exclusively accept Discover Credit Cards backfire on them?

6.) What event caused the Sears Automotive brand to fail?

7.) In your own words, what led to the downfall of Sears?

8.) Amazon is on pace to become the largest company in the world (and by many metrics it already is). Will it suffer a similar fate to Sears in the future? Why or why not?
