

Name: _____

Marketing Lesson 2-4

Case Study Of Ethical/Unethical Marketing: Smoking

1.) Go to Google and define ethics. Write your definition below.

2.) Who was Edward Bernays? What strategies did he use to influence people?

3.) Go to 4:00 in the video. Describe how Edward Bernays used doctors to change people's opinions. Was this strategy ethical?

4.) Edward Bernays believed that, "role models influence desire". What are your thoughts on this statement?

5.) Go to 4:48 in the video. The narrator describes Edward Bernays' marketing techniques as "propaganda". What is propaganda?

6.) How did Edward Bernays influence women to start smoking? (Video at 5:00)

7.) Go to 6:00 in the video. How did Edward Bernays use the slogan "Torches Of Freedom"? Who did this slogan appeal to? What did it mean?
