

Topics 13 – 14

Discussion questions

1. What types of products are targeted to the “lower”, “middle” and “upper” classes?
2. What issues must marketers consider when targeting their ads to the “lower” “middle” and “upper” classes?
3. Group activity: Assume you are a travel agent selling vacation packages to different social classes. Discuss and create a plan for:

(1) vacation packages to offer (destination, accommodation, food, etc.),

(2) advertising used and

(3) media location.

Do this for (a) upper class, (b) middle class and (c) lower class. Discuss if your product is better suited to the upper, middle, or lower class and why. Write down your ideas and be prepared to share them with the class.

4. Complete the VALS survey available on the web at: <http://www.strategicbusinessinsights.com/vals/presurvey.shtml>. Which consumer group do you belong to?