

Product Placement Answers

Before distributing the handouts and watching videos talk about various types of marketing and advertising. What are their pros and cons?

- I) 1 – 3 – 5 – 4 – 2 - 7 – 6
- II) It's very subjective. The video suggest that it's poor quality, aggressive advertising.
- III) 1) He posted a critical tweet about Planet of the Apps.
2) He quit his job. The video suggests that he might have been forced to do so.
- IV) will.i.am 1)T 2)F
Gwyneth Patrow 1)T 2)F
Jessica Alba 1)T 2)F
Gary Vaynerchuk 1)F 2)F
- V) The video is not specific about how successful the apps were. They suggest that 'Tracks' might have been modified against the will of its creator and 'Pairs' was treated unfairly.