

## Marketing To Young People: Branding And Advertising

Assignments (refer to Mock exam text 14)

Die Lösungen müssen immer erkennbare Bezüge zum vorgelegten Text enthalten, auch wenn dies nicht ausdrücklich in der Aufgabe gefordert ist.

### Comprehension

1. Describe the function and work of teenage trendspotters.

### Analysis

2. Analyse the motivation of companies to employ teens and the teens' motivation to take part in the marketing process.
3. Examine the author's means of conveying her opinion about marketing to and by teens.

### Comment

- 4.1. Comment on the fact of making use of teens for marketing brands from a company's and from an educational point of view.

**OR**

### Creative Writing

- 4.2. Write a dialog taking place between Josie's parents, representing two opposite opinions about the potential effects the marketing job may have on Josie.