



Business Science Virtual Film Series

REFLECTION QUESTIONS

Respond to the following questions in a 2- to 3-page essay format and submit to your professor for grading.

1. Discuss the advertising and marketing strategies used by fast food companies like McDonalds to appeal to children and lower-income families. Are they fair practices? What responsibility does the consumer have in the marketplace? Express your opinion of the ethical responsibilities related to food marketing.
2. Considering the impact this film had (immediately after it was released) on the McDonalds brand and its sales, was it wise for McDonalds to decline interviews with Spurlock, or should they have engaged in the process? Why? Could they have foiled his efforts if they became involved, or worsened the blow to themselves? Why?
3. After this film, Spurlock made a name and career for himself in creating similar documentaries on various other topics. But, what consumer industries might you suggest need a "Spurlock feature" to highlight and demonstrate its effects and impact on American culture? Explain and justify your assertion.