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**DIRECTIONS: Go to** [**http://www.prenhall.com/kotlervideo/11e/index.html**](http://www.prenhall.com/kotlervideo/11e/index.html)

**Scroll down the list and choose the “NIKE” video. Use WINDOWS MEDIA to watch the video and then answer the questions below.**

***(HINT: The answers in the video are in the same order as the questions on the paper, so it’s a good idea to read each question before you start! You can pause the video when you want to write your answer, too.)***

1. Who does Nike identify as their PRIMARY consumer?
2. Who does Nike identify as their next most important consumer?
3. In what ways does Nike attempt to appeal to these customers and satisfy their needs?
4. Nike determined that it needed to target a particular sport in order to be even more successful. Which sport was it?
5. Which aspect of Nike’s marketing (advertising) do YOU think is the most effective or most appealing?