

B. AS THE MARKETING DIRECTOR OF A COMPANY, YOU UNDERTAKE TO DESIGN THE YOUTH CLOTHING ADVERTISING CAMPAIGN. AT A BUSINESS MEETING, THE SALES MANAGER AND SOME SHAREHOLDERS ASK YOU TO USE ONLY WELL-KNOWN MODELS (VERY THIN AND PERFECTLY TRAINED).

1. Do you agree or disagree with the specific marketing technique of promoting the specific products? Justify your answer.

2. What arguments will you use to convince your colleagues not to follow this advertising strategy?

3. Design the youth clothing advertising campaign in order to achieve the maximum increase in sales, but also to promote the healthy body image that teenagers should have.

C. Design a leaflet for your classmates, teachers and parents / guardians, aiming at informing them and raising awareness about psychogenic eating disorders.

The triptych may include the following points of reference:

➤ **What are eating disorders? This column should include brief descriptions or definitions of eating disorders, medical complications arising from eating disorders, and perhaps statistics showing the extent of the disease and the groups most affected.**

➤ **What activities can teens do at school or in the community to get creative and boost their self-image and self-confidence?**

➤ **Where can someone get help? List of institutions - structures and services available to students at school and in their community that can help treat eating disorders.**

