Name

Professor

Course

Date

Food Industry and Manipulation of Consumers through Deceptive Marketing Strategies

**Thesis statement:** To better understand the deceptive strategies employed in marketing, we shall analyze the food industry and the strategies used in the industry to manipulate consumers.

1. Discussion
2. Background – Food Industry in the US
3. Deceptive Strategies used in US Food Industry
4. Why use Deceptive Marketing
5. Using the ‘Pester Power’ of Children
6. Promotional Activities in the School Setting
7. Using Deceptive Terms
8. Using Gender-Based, Race-based Messages
9. Disproportionate Pricing
10. Origin and Quality of Product
11. Listing of Ingredients
12. Conclusion