**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 1: ACTIVITY 3**

**PAIRS ACTIVITY**

**Marketing resources online**

**In pairs, using the Internet, find and list resources that can help to discover up-to-date marketing trends. Try to find at least three for each.**

**Where possible, try to find some that are relevant for your local area.**

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| **Marketing blogs and websites** *E.g.**Mashable* |
| **Marketing podcasts and video series**  *E.g. Ask Gary Vee podcast* |
| **Books, white papers and reports**  *E.g. ebooks by Buffer* |
| **Events, awards, conferences**  *E.g. The Webbies finalists* |
| **Marketing agency blogs**  *E.g. We Are Social Monday Mashup blogs* |
| Marketers blogs and social media accounts*E.g. Sean Ellis Startup Marketing blog* |