**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 1: ACTIVITY 4**

**INDIVIDUAL ACTIVITY**

**Researching marketing trends**

**Using the resources list compiled in class, prepare a short presentation on a marketing trend that could have an impact on your local marketing environment.**

**Use the following headers to make notes that you can present back to your class.**

**What is the trend?**

*Describe the trend, and give an overview of what it involves.*

**What does it mean for marketers?**

*Are there any practical steps marketers can take to work with this trend?*

**Give examples of the trend in action**

*Using case studies or reports from other marketers, explain how this trend has contributed to a marketing campaign.*

**Considerations for marketers**

*Do marketers need to look out for any potential issues when engaging with this trend?*