**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 1: ACTIVITY 5**

**GROUP ACTIVITY**

**Understanding consumerism**

**Prepare a short presentation on one of the modern models of consumerism.**

**Use the Study Guide and the Internet to develop their material, and each member of the group should be included in presenting back to the class.  
  
Be ready to talk about the advantages and disadvantages of your model in a group discussion afterwards.**

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| **Summarise the model of consumerism** *Describe the model, and give an overview of what it involves.* |
| **Cause of this model of consumerism**  *How and why did this model arise?* |
| **Signs of the model**  *How can marketers spot this model of consumerism in action?* |
| **Case study**  *Give locally relevant examples of organisations where this model of consumerism is in action.* |