**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 1: ACTIVITY 7**

**GROUP ACTIVITY**

**Digital tools and their impact on marketing**

**As a group, you will be assigned a digital tool by your tutor. Discuss this tool and write a list of ways this tool has impacted the job, role and work of a marketer.**

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| **Digital tool** *Describe the tool and explain its relationship to marketing* |
| **The impact it has had**  *What this means for a marketer and the marketing industry* |