**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 4: ACTIVITY 1**

**GROUP ACTIVITY**

**Introduction to marketing information**

**In small groups, write a list of specific data points that could exist within each of these types of information.**

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| **Consumer information** *E.g. customers’ addresses* |
| **Marketing information**  *E.g. sales by product* |
| **Business information** *E.g. financial statements* |