**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 4: ACTIVITY 2**

**INDIVIDUAL ACTIVITY**

**Specific marketing information**

**Individually, in class or as homework, choose an industry or a type of organisation you’re interested in, for example retail, technology.**

**Write six specific data points they should be monitoring across these categories.**

**For example in technology - app downloads, or in retail - product sales.**

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| **Consumer information** |
| **Marketing information** |
| **Business information** |