**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 3: Activity 10**

**HOMEWORK ACTIVITY**

## **The digital age is disrupting the marketing**

Watch this video how digital has disrupted marketing and come prepared to discuss your thoughts about it at the next session.

<https://youtu.be/E6nZiGIr8VQ>

Make some notes below, so that you can share your thoughts in detail. For example, what trends and changes in media channels most stood out to you? How has consumer behaviour changed?

The future impacts of digital disruption on marketing

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