**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 2: Activity 5**

**HOMEWORK ACTIVITY**

**Digital marketing**

Watch the video: What Is Digital Marketing and Why It Matters - The SAS Point of View.

<https://www.youtube.com/watch?v=_PWqIMQux-g>

Research and critically assess key trends in digital marketing.

Prepare a presentation outlining the key trends and describing three top tips for digital marketers to allow them to better understand consumer on-line behaviour.