**STRATEGIC MARKETING**

**Learning Outcome 5: Activity 3**

**GROUP ACTIVITY**

**Technology trends**

In groups, prepare a thorough presentation on your assigned technology trend.

Be as detailed as possible, incorporating the sections below, and take care to make the presentation interesting for your fellow learners, and ensure everyone in your group has the chance to speak. Use your Study Guide, reading lists and the Internet to help aid your research.

You may prepare a visual accompaniment such as a presentation if you think it suitable to bring the trend to life. Be prepared to lead in a discussion about this technology trend with your class afterwards, particularly focused on its impact on strategic marketing.

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| **Define and describe your assigned technology trend** |
| **Describe how this technology trend impacts marketing, and how it has or could change marketing strategy and activity** |
| **Case studies - this technology trend in action, including evaluation of success in relation to marketing strategy** |
| **Benefits and considerations of incorporating this technology trend in a marketing strategy** |