

Name:

Date:

Class:

Marketing Trends

Skill:

- Analysis (AN)

Time on Task:

- 30–45 minutes

Goal/Purpose:

- The goal of this activity is to research marketing trends. Additionally, you should be able to use that research to identify a product that would appeal to influencers or customers who could be considered trendsetters.

For this activity, you will research marketing trends using your favorite search engine. Document your findings using the following prompts, and use this information to create a written report of your findings. After you have finished your written report, you may be placed on a team. The information you learned may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.

1. What was the website you used for your information on marketing trends?

Answer:

2. Summarize your findings.

Answer:

3. Compose a short report (roughly 1 page) about the marketing trends you identified and how you could use them in your own business. Submit your report according to your instructor's guidelines.