MKT101

Topic 1 - Worksheet

Welcome to your in-seminar learning tasks. Below you will see the instructions for this week’s exercises.

Your team can write directly into this Word document. To complete the in-seminar, you should work on the document by selecting Open in Microsoft Word, instead of downloading the file onto your Desktop. This is to allow each seminar group member access to edit the document at the same time and the lecturer to review your work.

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| Seminar structure | Total: 20 minutes |
| 1. **Recap on Topic 1 Pre-seminar tasks** | **20 mins** |

1. Recap on Topic 1 Pre-seminar tasks

This part of the session will be a short recap on Topic 1 and the pre-seminar activities.

This learning task will allow you to reflect on the pre-seminar learning tasks and share your thoughts with your peers Please provide a summary of key learnings from textbook, videos and articles on consumer behaviour research and trends. You can use the headings in the textbox below.

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| **Understanding consumer behavior**  **How consumer behaviour relates to marketing**  **Creating customer value**  **Key marketing trends**  **Application of knowledge** |