Web Marketing
(Assignment 2)

Q1: Students must make pictures or download images in order to show examples of the following list of items.
Students will present and explain their examples:
• Targeting external customers
• Targeting discount customers
• Targeting discretionary customers
• Targeting need-based customers
• Targeting seasonal customers
• Using safety as level of need
• Using belongingness as level of need
• Using Ego as level of need
• Using the cool factor
• Making reference to a reference group