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

The Cool Factor

- By associating celebrities and "ideal" people with fun, excitement and attitude, tobacco advertisers work hard to convince consumers that if they don't smoke, they're not cool. (There's even a brand of cigarette called "Kool")

- Making reference to a reference group