



Class Activity:	Marketing I – Topic 4B										
Student Name:											27
Student Number:	D	H	M								

Jack is an honours student and runs an online tutoring business where he offers academic help to hospitality undergraduates struggling with subjects like Finance or Law.

1. Justify which two generational groups would most likely form an integral part of Jack’s target audience and elaborate on six characteristics of each group. (16)
2. Argue which communication mediums would be most effective for each of the groups identified (8)
3. Motivate which economic factors may have an effect on the generational groups mentioned in Question 1. (3)

Submission date	19/08/2021
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