

**Activity 2 (computer-based, reading for gist): Consumers and their Behaviour**

- multimedia input:
  - *videos:*
    - <https://youtu.be/IQg4N01nITc>
    - [https://www.youtube.com/watch?time\\_continue=2&v=RtG0cHEhOf0](https://www.youtube.com/watch?time_continue=2&v=RtG0cHEhOf0)
    - <http://www.marketingteacher.com/marketing-mix/>
- text and graphics input

*Learning objective/s:* Learners will be able to define marketing mix and discuss it in relation to their own social enterprise.

*Approximate time:* 1h

*Procedure/description:* computer-based activity of 3 separate tasks to encourage reading for gist. Learners use web page contents, videos and text.

*Task 1:* Learners will watch 2 videos by following hyperlinks. In groups they will make glossaries of the most important key words by enriching their electronic dictionaries at: [dictionary.cambridge.org](http://dictionary.cambridge.org)

*Task 2:* Learners will visit a website and read about consumers' behavior. Then learners will be instructed to create a graphic image (electronic or on paper) to illustrate all types of costumers.

<http://www.marketingteacher.com/lesson-store/#consumer-behaviour>

*Task 3:* Learners will read about marketing mix at: <http://www.marketingteacher.com/marketing-mix/> and try to design a marketing strategy based on previous analysis and supported by trainers and peers.