**NAME(S):………………………………………………………………………………………**

**ALTERNATIVE FORS OF MARKETING COMMUNICATION**

*Try to find communication campaigns of the companies (one example for each trend).*

**ACTIVITY/TASK**

|  |
| --- |
| **Guerilla marketing:**  |
| **Viral marketing:** |
| **Affiliate marketing:**  |
| **Stealth (under cover) marketing:**  |
| **Green marketing x Green washing:**  |

**QUESTIONS**

* Why is a traditional advertising less effective?

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* Which of the new trends appeals to you the most?

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* What trends can be expected in marketing communication in the future?

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