**Independent Practice Assignment #2**

**Marketing to Generation Y**

**Lesson 2**

Generation Y makes up the second largest portion of the U.S. population. This generation demands many goods and services. Marketing efforts are dedicated to Generation Y since this part of the population has disposable income and demands a lot of goods and services.

Use the Internet to research Generation Y.

1. List 30 bulleted facts about this generation.
2. List 10 items highly demanded by Generation Y.
3. Give an example of a television commercial that is directed to Generation Y.
4. Develop a new product or service for Generation Y. You must explain why

Generation Y will demand this product or service. You will present your product or service in class. You can use one or a variety of presentation strategies.

Your presentation should be five minutes in length.

Parts of the Assignment that Must Be Completed for a Grade

|  |  |  |
| --- | --- | --- |
| Assignment | Points | Points Earned |
| 30 Facts for Generation | 25 | A. |
| Y |  |  |
| 10 Items Demanded by | 25 | B. |
| Generation Y |  |  |
| Television Commercial | 25 | C. |
| for Generation Y |  |  |
| Product or Service for | 25 | D. (rubric points) |
| Generation Y |  |  |
| Total Points | 100 |  |