



CUSTOMER EXPERIENCE & CONSUMER ENGAGEMENT

NAME: _____

SECTION: _____

DATE: _____

MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY

INSTRUCTIONS

Think about what you have learned about customer experience and consumer engagement. Now, think about all the interactions you have recently experienced with a business or a brand. Record an example in the space below and describe what you think the business or brand hoped to accomplish from an engagement perspective with each interaction. Be sure to list the name of the business or brand in each example.

1. That time you scanned a QR Code.

2. That time you shared, liked, or otherwise interacted with a brand's social media post.

3. That time you visited a business or brand's website.

4. That time you made an online purchase.