

International Marketing
Consumer Profiles Assignment

Using *Maslow's theory*, *Thorndyke's theory*, and the *rational/emotional theory* of consumer motivation, account for the popularity of a product in Canada. Use a **product** that you are familiar with (for example, Nintendo Wii, Acura MDX SUV, Starbucks or Tim Horton's etc..)

<https://youtu.be/wx3qR3gLh60>

<https://youtu.be/opt05klIJZw>

<https://youtu.be/tjoQIAU4Rzk>

Oral Communication

Step 1 - pick a product that you are familiar with (Tim Horton's coffee, Xbox, iPhone)

Step 2 - evaluate how the product relates to the needs theories (Maslow's, Thorndykes). For example, how is the product representing a social, psychological, or physical need.

Step 3 - create a speech using Vocaroo to help detail your answer