**Strategic Marketing**

1. John likes to have access to the products he wants and shares an opinion about products he uses. This can be BEST classified as which factor that impacts the external marketing environment?
   1. Demographic
   2. Economic
   3. Political & Legal
   4. Social
2. Devin is nearing retirement age. He is very active and tries to stay busy in his free time. He is BEST classified as which factor that impacts the external marketing environment?
   1. Demographic
   2. Political & legal
   3. Technological
   4. Social
3. Earvin changed jobs three times in the last 6 years. Each time, he relocated to another state. He can BEST be classified as which factor that impacts the external marketing environment.
   1. Demographic
   2. Political & legal
   3. Technological
   4. Social
4. Jessica has a large income and spends a good portion on having her nails manicured, having her hair done, and eating out at fine restaurants. She can BEST be classified as which factor that impacts the external marketing environment?
   1. Demographic
   2. Political & legal
   3. Technological
   4. Social
5. Give an example of a product that could be or has been specifically created for the following Groups:
   1. Generation Y:
   2. Hispanic
   3. African American
   4. Asian American