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5-2018

LCW Marketing Newsletter

Lander College for Women

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May 2018

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**Co-Editors of the Marketing
Newsletter: Hannah Kessler and
Daniella Schwartzman**

INSIGHTS FROM PROFESSOR TENDLER

Welcome to the 2018 edition of the Marketing Newsletter!

As Director of the Marketing Department, I invite you inside to join us, explore our newest trends in Consumer Behavior, read about Social Media Marketing, and learn more about Digital Media Marketing, our new course offering.

#Come Tweet with Trump

As our Commander in Chief takes the lead, we should surely follow.

Become a Marketing expert.
Join us today!!



Professor Michelle Tendler, Faculty Advisor, AMA Club



Why Board Games are Making a Comeback

By Carly Serotta



Before video games and the era of all things digital, there were board games and puzzles, and other things which required actual human interaction. As the world continues to become more digital, people would assume that such trends are going out of style. However, board games are making a comeback as both entertainment and a way to socialize with friends. There have been game cafes and game bars which have opened, and are specifically focused on gaming, whether it is with your family or your friends.

Global sales of game and puzzles have increased from \$9.6 billion in 2016 from \$9.3 billion in 2013, and sales in the US have grown by 28 percent. Juli Lennett, toy industry analyst at NPD group says that more people are choosing to have a family game night at home rather than a fancy and expensive night out. It also gives people a chance for face to face interaction. Many game companies are using social media to further drive business. Hasbro, owner of Monopoly, had a Token Madness contest about which tokens to keep in the game. The contest received 4.3 million votes on social media. Brands like Zipcar and the New England Aquarium hosted contests on social media as well. Hasbro runs these contests to keep fans interested. Companies have to appeal to the new generation of kids and parents. Licensing popular characters, or new versions of games make them relevant to consumers today. Games like Life have made newer versions where players use electronic banking cards. Using new technology in older games people already love, will continue to make them more popular.

Jonathan Berkowitz, SVP of marketing for Hasbro

Gaming, says "it used to be enough that a game was fun to play, but that added layer of being fun to watch, and fun to share, takes it to the next level. People enjoy games where they are social with one another. Hasbro's Speak Out has players where a mouthpiece while trying to say different phrases. This interaction with one another continues to drive the gaming business.

People are also drawn to board game bars and cafes like Kingmakers. The bars have board game "sommeliers" who for five dollars a player, teach and recommend selections from its wide variety of games. According to Mintel, thirty percent of millennials have shown interest in visiting a board game cafe or bar. The Kingmakers' co-founder, Malika Jacobs, says that "our target audience is the working professional, older millennials who are over the bar scene. People are looking for a way to disconnect from their phones- they enjoy being unplugged, and having a conversation with the person next to them."

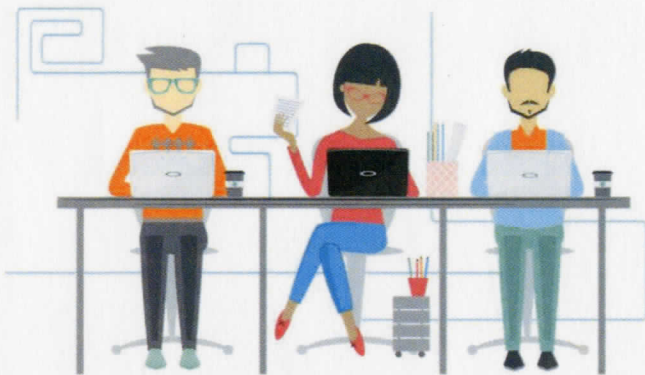
The board game comeback started with an increase in Euro Style games. Euro Style games are a board game genre that favors strategy and cooperation over conflict and luck. The best example is "Settlers of Catan," which is a German board game that first came out in 1995. The game involves a group of players colonizing an island, and building settlements. The game also requires the players to trade for resources which promotes social interaction, negotiating and compromising. In 2013, it was the fourth largest board game brand in the US. Guido Teuber, managing director of Catan, explains how the game has continued to remain popular for over 20 years. "Catan has benefited from a growing desire to interact and socialize away from screens. Specifically, Catan is a game in which players are always involved. There is no downtime. It requires social skills to play cleverly. It's a game that is characterized by creating win-win rather than zero-sum situations." Teuber also says that games have continued to grow in popularity because of families' desire to bond and socialize with one another.

Jim Silver, CEO and editor in chief of the toy review site TTPM, explains why games continue to be popular. "In 25 years, the price of movies and other forms of entertainment has gone up, but the price of board games has stayed relatively the same. It's an extremely profitable segment, because as long as the graphics are new and the game play is still fun, what's old is new to today's kids. If you have a successful game, it could be around forever." Games are also nostalgic. Millennials are the youngest demographic to have been raised playing board games.

Even as the world continues to move into a fully digital era, there are some things which just do not have the same effect on a computer screen. For years, games have been a way for people to come together, be entertained, and socialize. People enjoy being social with one another. While everything nowadays is digital, games can become a reprieve for people when they want to disconnect and spend time with their family and friends.

Millennial's Impact on the Workforce

By Yael Cohnen



The appearance and management of a common workplace has been and will continue to change because of the influence of the millennial generation. Millennials are the generation born roughly between the years of 1981 and 1997 and they are drastically transforming the workplace. Due to the large number of millennials in the labor force, employers must learn to adapt to the expectations of their millennial employees. Soon, millennials will be the new management and lead a new generation of employees differently than those of Generation X. While millennials may act and appear differently from those of the previous generations, what actually makes them distinct is a shift in their workplace priorities. The new values that millennials bring to the workforce will enhance and improve any business.

"In 2015, the Pew Research Center reported that millennials have become the largest generation in the U.S. labor force" (Asher), while millennials do differ than other employees, all employees want the same things. How millennials prioritize their workplace needs and the measures they take to fulfill them is the major difference between millennials and other generation employees. While all employees want to feel secure in their job and

not work in fear of losing their position, millennials are less concerned about job security. Millennials are more willing to take risks than employees of prior generations. This means that employers should give millennials employees opportunities to manage large projects. They should give them a task that will have a risk factor and challenge their creativity.

Every employee is concerned about his or her salary and the paycheck that they are receiving. Although, millennials prefer to have a meaningful job where they feel they are making a difference in the world vs a job that pays better. Millennials want feedback more than any other generation does. They want constant reports from their direct managers of how they are performing. Millennials do not only want a work- life balance as other generations, they demand it of their jobs. Millennials want to have flexible schedules and the ability to work from home. They also want workplace perks such an office gym, snacks etc. In order for employers to satisfy this need, they should enable this balance. (Asher)

As millennials are aging and a new generation is beginning to move into the labor force, millennials now becoming management and are continuing to shape the workplace accordingly. Millennials will be leaders that prioritize values, feedback, flexibility, and ethics. Millennials will push for diversity and inclusion in the business in which they are managing. (Alton) This is a reflection of their growing up in a time more accepting of diversity. They also feel that diversity was badly handled in the previous generation and they are naturally correcting this issue. This is not a generation that needs "affirmative action".

Just like millennials have had their impact on the workplace so will the next generation. Millennials employers and employees will need to adjust to the entrance of Generation Z (1990s- mid 2000s) to the workforce. Millennials and Generation Z will also face the new reality of machinery and technology taking over common jobs. Technological sophistication is rapidly increasing and more automated solutions will keep becoming available. Millennials will be faced with the struggle of trying to decide to either embrace automation, regulate it or restrict it completely. "Surveys show that millennials have great hopes and fears about automation" (Alton). There may be a split of millennials who are pro automation while others take the opposite position. (Alton). This is one of the known struggles that millennials will face as leaders of the next era of business.

Millennials can and will improve one's business. Millennials are innovators. They are not afraid of work

hard, and are not shy to show their leadership skills (Pepperdine University). Employers must understand millennials priorities and their expectations of their managers in order to retain and even attract this generation. As millennials become leaders of the next generation in the workplace, their current expectations as employees will translate as employers but they will have to consider the new generation that they will be managing.

The Apple Scandal

By Jessica Franco



Teenagers nowadays care about one thing and one thing only, their cell phones. Apple's iPhones were the highest-selling smartphones of 2017, but they still have various problems they need to address. Every year Apple comes out with a new and "improved" iPhone. Right now, the newest and most expensive model is the iPhone X which cost \$1,000. Many people wish that they could afford the hottest new iPhone, but sadly, they can't. Apple users normally keep their iPhones for around two years because after that the phone starts to develop multiple glitches. Throughout the years, Apple customers have wondered, "Is Apple slowing down their old iPhones?" People are starting to believe that every time Apple comes out with a new iPhone the company starts to slow down their older iPhones, just so customers will have to buy their latest product.

In mid-December, Apple finally confessed to slowing down their older phones, such as the SE, 6, 6S, and the iPhone 7. Apple comes out with a new iOS software update every few months to fix glitches that develop in their software. But if you do not have the newest iPhone and you try to update to the latest iOS software, it will slow down your iPhone. Apple argues that they do not slow down their phones so users will have to buy the latest iPhone, they only slow them down to preserve their battery life and to avoid unexpected shutdowns. Apple stated that "First and foremost, we have never — and

would never — do anything to intentionally shorten the life of any Apple product, or degrade the user experience to drive customer upgrades." Apple explained that the batteries used in iPhones are made from lithium-ion. With time lithium-ion batteries start to lose their charging efficiency. Apple has also sent out a message to their customers saying, "We know that some of you feel Apple has let you down. We apologize." But many of their customers are not satisfied with just an apology. They feel that it is completely unethical that Apple slows down their iPhones without informing them. Jordan McMahon articulated in *Wired* magazine that Apple could have dealt with the situation of secretly slowing down their phones better than they did. He proposed that Apple should have told iPhone owners about the battery issue beforehand and should have offered to give the owners a chance to get their batteries replaced.

Owners of iPhones in several states have decided to sue Apple for "violating fraud laws by purposely limiting performance," without informing them that the problem could have been resolved by simply replacing the battery. They argue that they were forced to spend more money by having to update to the newest iPhone. Two individuals in Los Angeles, California brought suit against Apple. They said that Apple "never requested consent" to slow their iPhones down or to "choose whether they preferred to have their iPhones slower than normal." They claim that the slowing down of their phones is "causing them to suffer, and continue to suffer, economic damages and other harm for which they are entitled to compensation..." Another example of the growing lawsuits against Apple, is a court case in Illinois. Five individuals argued that the iPhones were "engineered to purposefully slow down or 'throttle down' the performance speeds."

Apple came up with a solution to try to rectify their wrongdoings, but many iPhone owners are not appeased. Apple has announced that they will replace the battery in older iPhones for a reduced cost. The company will sell their new batteries for \$29 starting in December 2018. The prices will start to go back up to their usual cost, \$79, starting in January 2019. Apple also declared that the newest iOS will provide more information regarding their battery problems. The new iOS is supposed to show users whether or not the aging of their battery is really what's causing all of their phone malfunctions. As an Apple customer, I must say I am very disappointed in Apple. I never would have thought that all these conspiracy theories throughout the years about

Apple slowing down their older phones could be true, but yet it is. I myself have an iPhone 6 and I can attest that ever since the latest iOS software update, my phone has been significantly slower and crashes quite frequently. Apple states on their website, "At Apple, our customers' trust means everything to us..." but that clearly is not true, otherwise they would not have purposefully slowed down their phones. Personally, I think that since they decided to slow down older iPhones they should come up with a solution to fix it without making their users have to pay to get new batteries. Additionally, Apple has not said that replacing their battery will fix all the glitches, they only suggested this as a possible solution, but are not positive that it will necessarily fix all of their phone malfunctions. Apple is going to need to step up their game to earn back the trust of their customers, myself included.

Internships

By Shiri Yeger



In the modern-day world being successful entails many different components. Most people get a college degree of at least a Bachelor's degree, or even go the extra mile and get their Master's degree. Students spend hours upon hours pouring their energy into their academics in hopes of eventually finding a career path that will help them live comfortably, and provide financial means to raise a family. Before this becomes a reality, people go through steps, one of them being getting an internship to help kick start their careers. Some people even use internships to help them figure out if their major or the career path they are exploring is really what they will be interested in doing for the rest of their lives.

As a college student, I am struggling to figure out what really interests me and even though I am taking a variety of classes, I still am not receiving the proper knowledge of work experience to truly help me choose what specific career path is for me. I know that when I start an

internship, whether it being next semester or even in the summer, I am going to find an internship targeting my potential major. By doing so I hope to help solidify my path for the future, just like most college students around the world. Personally, I chose to use my "free" time to do work or whatever else needs to get done over working, but most of the people around me are full time students and also are working. College is expensive and college in Manhattan with no meal plan is even more expensive, and so working is really some of these students' only option.

Especially in the business world, people decide what will be their career path based off of the hands-on work that internships entail. Providing students with the opportunity to test out their major is incredibly helpful. Before making one of life's biggest decisions, an internship helps students feel out the work place and what it's like to actually be doing what they are studying in their classes. This allows students to have breathing room for their decisions for the future and helps them solidify what they want to do. For that many believe that they should not be compensated for their services. Since the interns are coming in with no work experience, it can create a bigger burden to train them and wait for them to catch on to the way things function in a company.

Even though I understand why some people would be opposed to not paying interns for their services, I still feel like it's not ethical and also not fair. When the time comes where we all need to start interning for our majors, everyone around me that is working is going to have to cut back on their work schedules to balance their academics, making money, and interning. Interning will take away from their time to be able to make money which is not an option for some of them. Most college students work to help pay for their loans and have parents that are not able to support them through college. Therefore, the only types of people that can successfully have internships are those who come from comfortable backgrounds. Without these internships, it can cause problems for people because most companies offering job opportunities will weed out people without any experience (Peter, 2007).

Although it may be a struggle for most college students or even adults looking to kick start their career, and by doing so it requires to start as an intern, those looking to intern should be aware of the fact that an internship is an opportunity. If you pay interns you are in essence employing them which makes it really a job, not an internship. It allows you to experience and have the opportunity to engage in the environment of a career in which you are potentially considering. For that reason, in

itself paying an intern can be viewed as unnecessary. Those who do take on internships can view it as like a class. Most internships that college students take are even accredited by their school.

Even if an internship is viewed as an opportunity, interns should at the very least be paid minimum wage. Since companies and corporations are always looking to save money or redirect funds into their own pockets, there has been a decrease in formal jobs. Unpaid internships are replacing paid work for young people that are starting off, and also decreasing payment of those in work (Malik, 2011). Corporations have come to the realization that they can have interns slaving away for them in return for "experience" and rarely are compensated monetarily. Since they have so many interns working for them, there is no need for legitimate jobs and companies save a lot of money as a result.

The wealthiest corporations have many unpaid interns working for them, and I find that problematic (Waterloo Region Record, 2014). It's not even a matter of opportunity at this point, it's the companies being greedy. If a company is struggling or cannot necessarily afford to pay an intern for his or her services then I can try and understand. But if a well-known, wealthy company has interns and does not pay them I cannot understand that. Someone is slaving away and doing work, making the lives of their bosses easier and they are not being compensated for it? It does not sit well with me. I think that especially if a company has the money they should be paying their interns.

After speaking with multiple business owners, I was told that an internship is vital to one's success in their field of work. Most employers will overlook a resume if they do not have work experience. The skills and qualifications of a potential employee is not what will necessarily get someone a job, it is the internships people have had that will be a key component (Delany, 2013). If someone cannot afford to get an internship, this will cause problems in the future when they are trying to get a job since the lack of an internship will make it exceedingly harder. To really emphasize the importance of being compensated for work that is being done in an internship, terms must be very clear:


If an intern is not getting paid they must understand that and it has to be made clear by the employer. The internship itself has to provide training that is considered similar to an educational environment. The internship has to accommodate the interns' academic commitments including class and vacation breaks. It is time bound in

terms of teaching the intern exactly what he or she needs to know for that specific field of work. The work being done by an intern has to help, and only help, the work being done by full time employees while benefiting the intern in terms of learning (Wage and Hour Division, 2018). These terms are only a few of many terms that are required for a company to have interns. If the agreement between an intern and an employer do not match up with the terms of the labor laws and specifically the laws pertaining to interns then it's a violation of the law and considered illegal activity.

Interns should receive compensation for the work they do for companies. Even though it's an opportunity for inexperienced students to gain the experience needed for specific working fields, students are still providing a service which takes away from their time to study or work to help pay for college. Students are going to unfortunately stop attempting to receive internships because their financial situations may prohibit them from being able to invest time in interning with no compensation. For those who, can allow themselves, to intern for free, it decreases the salaries for full time employees that have bills to pay and also families that rely on them. It causes an imbalance in the companies and their salary for employees. In order to become a full-time employee, most corporations require you to have some kind of work experience beforehand. If companies do not compensate their interns, the only people that will be able to intern are those that most likely come from a comfortable background, financially. This will create more problems than it solves by limiting the people who are tight on money.

SPEAKERS

LCW Marketing Club Proudly Presents:



Non-Profit Business can Change the World!

An Inspiration **BOOSTER**

A Better Cause, A Life Changing Career, and Rewarding For Everyone.

Wednesday November 22 || 1:00 - 2:00pm, Room 412/13


Guest Speaker: Marla Rottenstreich,
Associate Director at Yachad

Don't Miss Out!

On November 29th, the LCW Marketing Club hosted Marla Rottenstreich, Associate Director of Yachad. She spoke about Yachad's mission, and gave a bird's eye view of what it's like working in the non-profit world.

LCW Marketing Club Proudly Presents:

How to jump-start a career in Entrepreneurship



Just 30 seconds that can make your idea a Reality!

Monday February 26 | 1:00pm in the Gym

Joseph Sprung, Diane Lempert, and Alison Weick, from 30 Second Pitch

Lunch Will be served

On February 26, LCW was visited by Joseph Sprung, Diane Lempert, and Alison Weick from 30 Second Pitch! They spoke about how to jump-start a career in entrepreneurship and how 30 seconds can change everything.

LCW Marketing Club Proudly Presents:

From Salesperson to CEO!

Putting Entrepreneurship into Perspective

Monday, March 19
1:00 pm in Room 412/415

Guest Speaker: Ariella Balk, CEO of Ariella and Associates International

This is one of the largest private lingerie companies where 60 million garments are sold every year!

Pizza will Be Served

On March 19, the Marketing Club had the honor of having Jewish entrepreneur, Ariella Balk, speak about being a successful female in today's business world. Ariella spoke of her struggles and successes in becoming the CEO of her own internationally acclaimed company.

Special Speaker! Lander College for Women Office of Career Services Presents...

Sarah Hofstetter, CEO 360i

The Importance of Individuality
Being Bold & Embracing Your Vulnerabilities

You don't want to miss this!!

Tuesday, November 28, 1-2pm
Room 306

Pre-register via email to sarri.singer@lcsd.edu indicating you will attend.
Open to ALL students. Time for Q&A.

Co-Sponsored by the LCW Honor's Program & AMA LCW Marketing Club


Questions?
Contact Ms. Sarri Singer, Director, Office of Career Services at sarri.singer@lcsd.edu or call 212.287.3514

On Tuesday, November 28th, Sarah Hofstetter, CEO of Advertising Agency 360i, came to speak at LCW. She spoke about everything from the world of advertising, to Judaism, and about women's roles in the workplace today. The Marketing Club co-sponsored this event with the office of career services. Thank you, Sarri Singer.



On Wednesday, May 9th, the owner of the online boutique Fashionqueenny.com, Esther Chein, spoke to the LCW Marketing Club about her experiences as an immigrant from Russia and Israel to successful entrepreneur.

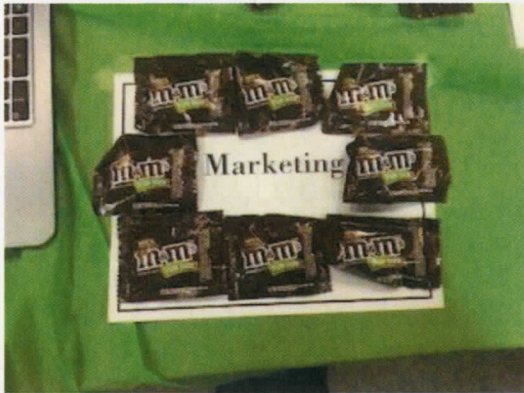
Waiting in line? Browse online. Fashionqueenny.com



The woman behind your favorite online boutique Fashionqueenny.com is visiting Touro:

**Wednesday, May 9
1-2 pm
Room 412/413**
[@fashionqueench](https://twitter.com/fashionqueench)

Club Fair Day



Club Fair Day at Lander College for Women was a huge success for the Marketing Club. Their booth acquired a lot of attention as they gained members throughout the day. The Marketing Club gave out M and M packets for Marketing and Management.



Professor Tendler Director of Marketing Department together with Rachel Gorlechen President of Marketing Club

Marketing Club Trip to WeWork



Marketing students got a tour of WeWork and learned about their phenomenally successful business model of leasing work space to individuals and small businesses.

Marketing Club Chanukah Party



The Consumer Behavior class had a Chanukah party. Everyone brought in foods that were connected to something they learned over the semester!

Interview with Rebecca Smith, a recent LCW Alumni

1. Describe your LCW College experience.

I believe that the effort you put in reflects on your accomplishments. If you really want to succeed you have to put in as much effort as you can. You have to push for your career, not for your grades. That's how I was successful.

2. How did you decide your major?

I started my first semester thinking I was going into the math field, but it wasn't for me. I wanted my job to be more people oriented. I had a crisis like every other college student, not knowing what I wanted to do. I did a process of elimination of what I didn't want to do, and it came down to liking the business field. I didn't realize there was a whole business world out there. I started to talk to people about my options. I started to go to marketing club events. I spoke to someone who was a data analyst, and it got me excited. I started to look more into that field, but LCW did not offer this major. I was going to go to Rutgers, but they didn't have the warm environment that LCW has. I started taking marketing classes, always keeping in mind that I wanted to be a data analyst. I got a few internships as a data analyst, which helped me gain a lot of experience that I use presently at my job. My first major internship was for Kosher.com, and the second one was as a senior data analyst where a lot of Ivy League college students worked. My third internship was working as a data analytics talent acquisition. This helped me gain experience and acquire the knowledge that I know now. I wouldn't have been able to do it without the help of Professor Tendler, and Sarri Singer. My goal was to be a data analyst, and I never took my focus off my goal.

3. What are you doing now, after your first year out of college?

I am a data analyst at Davis Budget Group. It's a rental car company. I analyze the prices of rental cars and change the prices when needed. What was really exciting is that I got an internship and it turned into a job. I applied for 40 other jobs. Don't be discouraged. Send your resume to any job that looks like it may make sense. Maybe it will be worth it. I didn't know anything about this company but I just applied and got the job.

4. What does it feel like to be out of college?

I still feel like I finished a semester and like I am going to start again next week but it will never happen. It still feels like I am going to go back to LCW.

5. How did the education you got in Touro help you get to where you are now?

I didn't really learn data analytics skills, but through the marketing classes it gave me a view on the business world that helped me get the experience I have now. Internships definitely helped me with experience. Even just getting comfortable in the business world to picking up on knowledge that I wouldn't have otherwise known from sitting in the classroom.

Thank you Professor Tendler for all that you have taught me.

Interview with Avital Levene, Winner of 30 Second Pitch

The contest:

30 Second Pitch is a new app which looks to invest in new inventions. Applicants use the app to construct a 30 second elevator pitch to convince the company to invest in their product. They ran a contest which was open to all students in LCW. The 1st, 2nd, and 3rd place winners received a hefty cash prize for being chosen as winners. There were 48 hours to pick the best ideas, I sent in my video the night before the winners were chosen.



What did you do to win?

I sent in a video about my idea to improve the commuter's experience. After multiple commutes, I came up with an idea of creating a disposable hand gripping cloth. My goal is to create a barrier between your hand and the pole. People say to use Purell, but it only gets rid of 99% of the germs, and you have to hold on to the dirty pole anyway. But with my GrabN'Grip your skin never has to come in contact with the germ harboring surface.

What motivated you?

The story behind my invention comes from my daily encounters with unclean public facilities. I never liked touching metal poles that thousands of people contaminate everyday like shopping carts, subway poles, bus grips etc. I've been taking public transportation to college every day and its filth is unnerving to me. Sometimes when I'm forced to hold onto the subway poles, I resort to using a paper towel or napkin to save me from losing balance. In warmer climates I use my sleeve, but I don't think it's so proper. The biggest issue is that these materials slip off the pole and also make me seem like a germaphobe. The GrabN'Grip cloth is made from materials similar to wax paper with microscopic silicon dots that help the material grip. It's comfortable, and the best part is you can throw it out afterwards.

Where did you get the idea from?

I thought about it when I was using napkins or paper towels to hold on to the poles. Shortly after, I did research to see if anything like my idea existed in the market, and to my surprise nothing did!

What are you going to do with the money?

I've been wanting to purchase a mac computer for a while, but the price of it always stopped me from buying one. Recently, I began creating videos, and editing them. The MacBook pro has much better assets for this kind of work. I also plan on using it the laptop for schoolwork. I've been lugging around my cheap, poor quality PC. Now that I'll have a Mac it'll make my college life much easier, and it will help me further my career.

What would you say to someone who had an idea, but is too scared to actually make a 30 second elevator pitch?

Just do it. Go for it. If you don't win, nothing is going to happen. It was 11pm Monday night, and the video was due the next day, so I decided to just send it in. If a contest doesn't take a lot of time, and you have nothing to lose, you may as well try to win it.

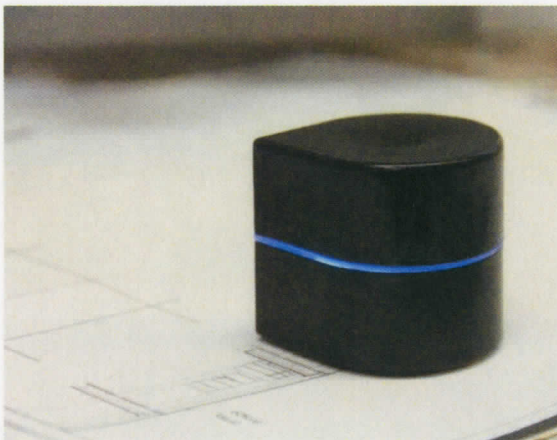
The Consumer Behavior class presents latest trends in Consumer Behavior for 2018

The Commuter Trucker Jacket

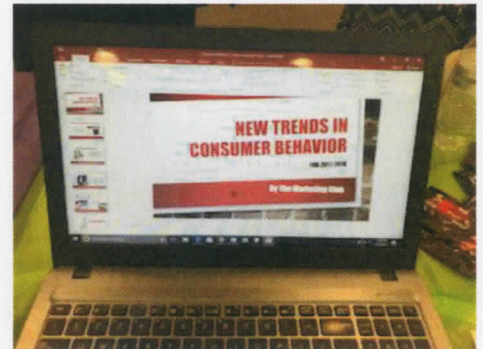


This Commuter Trucker Jacket with Jacquard, the smart technology created by Google, features a smart sleeve with threads and a snap tag connecting to your phone. The jacket d features one wearer who can swipe across the sleeve to dismiss an unknown call while a cyclist taps twice on the sleeve for directions.

Zuta Portable Printer



This small mobile printer is super compact and easy to use. It connects via Wi-Fi and works with any tablet, computer or smartphone. With Zuta, you can print anything you like.

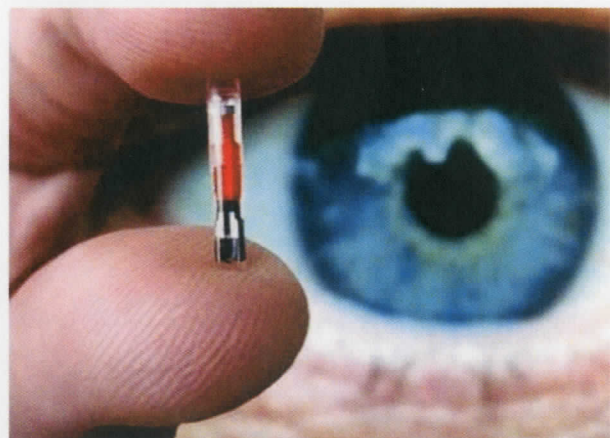


Cortex: The Cast for 2018



The Exoskeletal Cast is 3D printed and ready to fit. One side is open to enable access and once fitted, it snaps closed with built-in durable fasteners.

R.F.I.D: Radio Frequency Identification



A human chip implant that incorporates the use of electromagnetic coupling in radio frequency to uniquely identify an object, animal, or person.