

Registro de la Propuesta del Trabajo Fin de Grado (TFG)

NOMBRE DEL ALUMNO: Raquel García Ramos

PROGRAMA: ADE GRUPO: E2-Bilingüe FECHA: 2/10/2020

Director Asignado: Alonso, Juan Manuel
Apellidos Nombre

Título provisional del TFG:

Marketing for Millennials and Centennials in times of crisis

ADJUNTAR PROPUESTA (máximo 2 páginas: objetivo, bibliografía, metodología e índice preliminares)

Objective:

¿How is marketing for Millennials and Centennials conducted in times of crisis?

- Reflect the difference between Millennials and Centennials
- Analyze how marketers' approach millennials and centennials.
- Analyze consumer changes and brand changes devoted to millennials and centennials during times of crisis.
- Evaluate if there is any moral obligation expected by these demographics during uncertain times.

Bibliography:

<https://www.tandfonline.com/doi/full/10.1080/02650487.2018.1432102>

https://digitalcommons.kennesaw.edu/cgi/viewcontent.cgi?article=1194&context=ama_pceedings

<https://www.mytotalretail.com/article/marketers-can-learn-millennial-centennial-amazon-shopping-habits/>

<https://www.warc.com/newsandopinion/news/millennials-and-gen-z-try-new-brands-during-covid-crisis/43992>

<https://www.barry-callebaut.com/en-US/manufacturers/winning-millennial-and-centennial-consumer>

<https://www.cmswire.com/digital-marketing/marketing-in-a-time-of-crisis/>

<https://blog.hubspot.com/marketing/millennials-vs-gen-z>

<https://www.myabcm.com/blog-post/endomarketing-can-put-use-company/>

<https://www.visualcapitalist.com/the-most-loved-brands/>

<https://wearetribu.com/7-brands-doing-marketing-right-during-covid-19/>

Methodology:

In order to show how is marketing conducted in times of crisis for Millennials and Centennials I will use an inductive method. This study will be relevant for future marketers that will experience at some point of their career periods of uncertainty attributable to external factors. I will apply qualitative and quantitative methodology by doing bibliography revision, data analysis and establish a conclusion of the important factors that one should take into account when dealing with millennials and centennials in times of crisis.

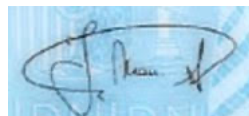
Índex:

1. Introduction:
 - a. Millennials: who are them and their role in business.
 - b. Centennials: who are them and their role in business.
 - c. Differences and commonalities between Millennials and Centennials
2. Marketing in times of crisis.
 - a. Changes in consumption habits, channels and new tendencies in millennials and centennials.
 - b. Changes in branding, marketing strategy (empathetic, useful, responsible brands).
3. Business case of brand directed to millennials and Centennials
 - a. Impacts of COVID-19 in its branding and marketing.
 - b. Business moral obligation with these demographic
4. Importance of endomarketing for these demographics.
5. Conclusion
6. Bibliography

Firma del estudiante:



Firma del Director:



Fecha: 2/10/2020