**Inbound and Outbound Marketing Mini-Project**

**Quick Review:** What are the differences between inbound and outbound marketing? What are the advantages and disadvantages of each? Why did inbound become popular around the year 2000?

The first thing you will be doing is designing a **6** slide Google Presentation about the history and evolution of marketing. Refer to the resources on the webpage. Pick **4** different decades (or time periods) and describe why those were so influential on the evolution and history of marketing. Share your presentation with me so that I have access to it.

**Points of Emphasis:**

* **Did these decades (time periods) use primarily inbound or outbound marketing?**
* **What strategies were used to make the periods successful?**
* **How did that time period alter or change the way marketing was performed?**

Your final slide will be a conclusion on how marketing and advertising as a whole as evolved into the multibillion dollar a year industry that it is today.