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Most businesses do a poor job of communicating with their customers in a way that is relevant to them. This study examines a variety of different methods of electronic communication used by businesses to communicate with their customers. It looks at the communication preferences of different consumer demographics and analyzes which messages are most welcomed on each form of communication. Data will be broken down by business demographic, consumer demographic, types of information, and methods of delivery. The final result will be a paper that gives the marketer a better understanding of which methods of communication will be best for their customers, and what kind of information they should be sending their customers across each medium. At the time of the Research Celebration data collection will be completed and we will be able to present a summary of our likely findings.