

Name _____ Period ____ Date_____

MKTG2 Marketing Is All Around Us -- Current Event Assignment

Written Paper (80 points)

Choose a current marketing article (within the last 12 months) and write about how it relates to marketing/promotion. Examples: new product introduction, advertising campaign, changes in packaging or brand image, digital marketing strategies, etc. Select an article of substance in the business press (*The Wall Street Journal*, *Fortune*, *Time*, *Entrepreneur*, *Business Week*, *Inc.*, *Advertising Age*, etc.). Printed copies of magazines are available in the school library or you may be able to find a suitable article online. Make a copy of the article and attach it to your written paper. It is recommended that you also photocopy the cover or masthead information for that magazine (date of publication). You must include a Works Cited page for all references used in this project.

Written paper guidelines:

- A) Summarize the article in 2-3 good quality paragraphs. Explain the key points of the article in your own words -- Do Not Copy and Paste the article or any portion of it! Think about the Who, What, When, Where, Why, and How of the event you are describing. Tell us why you chose that article and how it relates to marketing/promotion. To which element(s) of the marketing mix (4 Ps) does it relate?
- B) Research the company/companies that are referenced in the article. Tell us about the company's background, product/service mix, and marketing strategies. Relate this information back to what we are studying in terms of target market, market segmentation, advertising campaigns, integrated marketing communications, etc. Why did the magazine you chose feature that company in the article?

All work submitted must be your own original work. Papers must be word-processed (12 point, Times New Roman font, double spaced, standard 1" margins). Papers should be 1-2 pages in length. Proofread your work carefully - quality counts!! Work should be free of grammatical and spelling errors. Explain your thoughts using complete sentences and formal paragraph structure. Use this project to demonstrate your deeper understanding of the concepts we are learning about in class. Make connections to your daily life or career goals, when applicable.

Use additional resources to support your ideas. Include a Works Cited page. Ask your instructor or a parent, teacher, or librarian to review your paper before it is due. Papers must be printed out and turned in during class on the due date.

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This link has information about the magazines, newspapers, and online subscriptions that are available for Wilmot students.

<https://www.wilmothighschool.com/academics/newspapersandmagazines.cfm>

MKTG2 Current Event Article Grading Rubric:

Papers will be assessed based on the following criteria.

Description	Your Score	Points Possible
Article summary		20
Relation to marketing / promotion		15
Company research		10
Correlation to topics in class		10
Proper formatting (12 point, Times New Roman font, double spaced, standard 1" margins)		10
English conventions - grammar, spelling, etc.		10
Works Cited		5
TOTAL		80

Comments: