

## What Did I Learn Paper (Requirements).

### Description

- 1,400 to 1,600 Words, not including the title, appendix, or reference pages
- The paper will cover any 6-Chapters from the Textbook
- Students DO NOT have to cover/discuss ALL the Information in each chapter
- Set up the paper as follows:
  - State the name of the chapter in bold print
  - Discuss what you learned
  - Move to the next chapter
  - Discuss what you learn...and so on...

### Formatting

- APA In-Text Citation and Referencing Format
- A minimum of 1-In-Text Citation per chapter
- The 6-minimum in-text citations can come from the 4-academic sources or students may add additional sources
- Minimum of 4-Academic Sources (Includes the Textbook for this Course)

### Tips

- I suggest that students put together an outline starting with the first week, and then add to it as the course continues. Students in the past have found this useful

## Topic of Discussion (Choose any 6 topics)

- 1) Digital Marketing: Online, Social, & Mobile
- 2) Conscious Marketing, Corporate Social Responsibility, and Ethics
- 3) Developing Marketing Strategies and a Marketing Plan
- 4) Analyzing the Marketing Environment
- 5) Consumer Behavior
- 6) Business to Business Marketing
- 7) Global Marketing
- 8) Product, Branding, and Packaging Decisions
- 9) Segmentation, Targeting, and Positioning
- 10) Marketing Research
- 11) Developing New Products
- 12) Services: The Intangible Product