

Living as a Consumer Assignment (15%)

MKT 2210 A07 Fall 2021

Due: September 29th, 2021, by 11:59PM

We often do not self-identify as “consumers”, but it is one of our more frequent states of being. Existing as a consumer unconsciously means that we are constantly making consumptive decisions at home, at work, on social media, and of course, while shopping. The aim of this assignment is to get you to start thinking about yourself as a consumer, and what kind of choices you are faced with and ultimately make based on the marketing world around you.

In your essay-style submission, you will need to include the following criteria:

- 1) An example of an advertisement of marketing tactic that you come across in everyday life. For example, this may be an Instagram promoted post, a television/streaming service commercial, a print ad, etc. This example (or examples) should be recorded or downloaded (i.e., screenshot) and included with your assignment submission. Files that cannot be embedded into the assignment itself can be sent directly to the instructor.
- 2) A brief description of the advertisement itself concerning the following questions (**3 pts**):
 - a. What is being sold?
 - b. Who is behind the advertisement? How many entities?
 - c. What are, if any, the unique characteristics of the advertisement that stand out?
- 3) Reflecting on your life as a consumer, analyze how you think this advertisement ended up crossing your path. Consider the following (**6 pts**):
 - a. Does this advertisement align with your interests?
 - b. How might this advertisement have been targeted to you?
 - c. How might your previous consumptive habits have impacted the likelihood of you seeing this advertisement?
- 4) Assess how well this advertisement appeals to you in relation to how accurately you feel it was targeted. Assess how the advertiser could improve their strategy based on your reflection. (**6 pts**)

Total: 15 pts

When choosing an advertisement, think broadly – it does not necessarily have to be something you like or enjoy. In fact, it may be interesting to analyze an advertisement that you feel is poorly aligned with your interests and trying to map out how it got to you.

For formatting, your submission should be **typed**, using standard 1-inch margins and size 12 font. **Your essay should not exceed 1500 words.** When citing and sourcing your ad, please provide a link or appropriate APA citation along with your screenshot/recording. Please submit your assignments as a **PDF**.

* To score well on this assignment, make sure to focus your writing on the analysis instead of descriptive writing.