Marketing College Homework

- [ ] Assign#1.1 Answer Critical Thinking Exercises #1, 3, & 5 on page 30 and Review Project and Teamwork Exercises #1 on page 29. (Use "this folder "Assign#1-1" for your answers) This is due for Wednesday
- [ ] Assign#1.2 Answer Critical Thinking Exercises #1, 3, & 4 on page 56 and Project and Teamwork Exercises #2 on page 56. Post your answers/responses using is folder""Assign#1.2" This is due for Fri
- [ ] A. Student Assignments: ___1. Read chapter 2. Strategic Planning in Contemporary Marketing. Review the Assessment Checks on pages 38, 39, 42, 45, 49, 50 & 53). : Answers are on pages 54-55.
- [ ] Read chapter One-"Marketing;The Art and Science of Satisfying Customers". Review the Assessment Check feature (On pages 8, 12, 14, 17, 21, 22 and 24.)
- [ ] Answer Critical Thinking Exercises #1, 3, & 5 on page 30 and Review Project and Teamwork Exercises #1 on page 29. (Use folder" Assign#1-1" below for your answers)
- [ ] Start your Weblog and post week one's postings. Use www.blogger.com, or www.wordpress.com. Post to the Discussion Board forum for Weblog entries.
- [ ] http://www.socialbrite.org/2010/04/22/4-examples-of-corporate-social-responsibility-done-right/ http://www.minyanville.com/sectors/consumer/articles/Good-Business253A-Corporations-with-Great-Ethical/
- [ ] Complete the "Critical Thinking Exercises #1, 3, & 4 on page 93 and Project and Teamwork Exercises #1 on page 92 (do this on your own).. Put your answers in this folder " Assign#23",
- [ ] Please use these format and headings Case Summary (Overview of the case); Questions (answer the questions); and Feedback (your opinion/feedback on the case ideas).
- [ ] This is the first case analysis of the course and it is on page 95 of your textbook. "Zappos Employee Do More Than Sell Shoes"Go to the website for additional analysis material (www.zappos.com).
- [ ] Write-up the Critical Thinking Exercises #1, 3, & 4 on page 129 and Project and Teamwork Exercise #2 on page 129.
- [ ] Write up the case "Kellogg's Approach to Social Media"on pages 130-131. This is graded case #1 and the first graded case assignment and it is graded at 4 points. Remember the format: Case summary
- [ ] Write up Critical Thinking Exercises #1, 3, & 5 on page 163 and Project and Teamwork Exercises # 2 on page 163.
- [ ] Write up Critical Thinking Exercises #1, 3, & 5 on page 163 and Project and Teamwork Exercises # 2 on page 163.
- [ ] Make sure to update your Bio on the Class Lounge.
- [ ] Submit Reaction Paper #1.-Description of your Consumer/purchasing behavior buying experience and strategies using this folder "React#1-My Purchasing Behavior" This is a brief one to two page report.
- [ ] Post your solutions to Critical Thinking Exercises #1, 4 & 5 (page 198) and Project and Teamwork Exercise #3 (Do on your own) on page 197. These are submitted electronically via this folder:
- [ ] Post your solutions to Critical Thinking Exercises #1, 4 & 5 (page 198) and Project and Teamwork Exercise #3 (Do on your own) on page 197.
- [ ] Post your answers to Discussion Questions (Critical Thinking Exercises #1, & 2 on page 234 and Project and Teamwork Exercise #1 on page 233 using the electronic folder below entitled 'Assign#5b".

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