

Assignment 1

Now you will learn how a company employs marketing by watching the following video on Geoffrey B. Small®, a popular clothing fashion company.

Using research from Chapter 1 in your textbook, write a minimum of a 2–3 page APA formatted and citation styled informative essay in Standard English. Please be sure to include an Introduction (where you explain the purpose of your paper), Body (addressing all the checklist items), and Conclusion and an additional title page and reference page in APA format.

Checklist: Address the following in your informative essay:

1. Describe how Geoffrey B. Small actively implements the marketing concept.
2. Compare and contrast the four marketing management philosophies that companies choose to adopt.
3. Identify the type of marketing management philosophy employed by the Geoffrey B. Small company.
4. Discuss how the Geoffrey B. Small Company can use social media to demonstrate their commitment to the marketing management philosophy they employ.

References

Lamb, C. W., Hair, J. F., & McDaniel, C. (2014). *MKTG7*. Mason, OH: Cengage.

Your paper should be in APA format and cite all references used. Submit to the Assignment Dropbox.

Directions for Submitting this Assignment:

Review the grading rubric below before beginning this activity. For additional help with your writing and APA citation, please visit the Writing Center accessed in the Academic Tools area, then select Academic Support Center, you will see the Writing Center in the bottom left quadrant of the page. Compose your Assignment as a Microsoft Word document and save it as (Example: TAllen-MT219 Assignment-Unit 1.docx). Submit your file by selecting the Unit 1: Assignment Dropbox by the end of Unit 1.

Unit 1 Assignment: <i>An Overview of Marketing</i>	Percent possible	Points possible	Points Earned	Comments
Content per Checklists	100%	50		
Informative essay includes complete information demonstrating analysis and critical thinking regarding the checklist items:	80%			
<ul style="list-style-type: none"> Describe how Geoffrey B. Small actively implements the marketing concept. 		10		
<ul style="list-style-type: none"> Compare and contrast the four marketing management philosophies that companies choose to adopt. 		10		
<ul style="list-style-type: none"> Identify the type of marketing management philosophy employed by the Geoffrey B. Small Company. 		10		
<ul style="list-style-type: none"> Discuss how the Geoffrey B. Small Company can use social media to demonstrate their commitment to the marketing management philosophy they employ. 		10		
Subtotal:	80%	40		
Provides a 2–3 page informative essay (also includes a title and references page) using correct grammar, spelling, and APA format and citation style.	20%	10		
	Percent	Total Points possible		
Your Assignment Score:	100%	50		