Your Name

AB219: Marketing

Unit 1 Assignment

Purdue Global

Month, Day, Year

Title

This paper serves as a sample of the format you should use for your Assignments. Make sure to include your name and the correct date on the title page. Also, take a look at the last page where you will find a list of sources. You should use a similar format for listing your sources. Remember, any information that comes from a source should be listed on your references page and clearly cited in your discussion.

Make sure to have 1 inch margins on all sides of your paper (select the Home tab, then on the far right select all, then choose the Layout tab at the top of the document and then select the Margins drop down menu and select “normal”). Also, be sure to double space the page and if needed, cite any sources you might have used. Notice the font type is Times New Roman and the size is 12 point. You should always use standard black font color. Check spelling and grammar. Do not use abbreviations unless you know they are appropriate.

Make sure your viewpoint is clearly stated and that you are showing logical transitions from one idea to the next. Be clear, concise, and focused. Do not jump around as you write out your ideas. Keep it organized and flowing. Hopefully this example has helped provide you with a good understanding of how to write well.

References

McConnell, C., Brue, S., & Flynn, S. (2009). *Economics* (18th ed.). Boston, MA: McGraw-Hill/Irwin.

MindTools (n.d.). Problem solving: Solving Complex Business Problems: Start here. Retrieved from <http://www.mindtools.com/pages/article/newTMC_00.htm>

Evans, T. & Silva, P. W. (2018, July). The foibles of strategy. *Journal of Marketing Mentors, 16*(3), 112–115. Retrieved from https://www.helio\_abstracts .com