MKT3300 HON – Spring 2021

# BOOK REVIEW: “Breakthrough Marketing PLANS”

## Student Name:

*Assignment: Answer the questions below. Your review should be approximately 1 page. Please upload this completed form on e-Learning. Your review is due before class on* ***Tuesday, February 16 (by 9 a.m.****). Note: There is also a Discussion Board for this book; due Wednesday 2/17 (EOD).*

## QUESTION 1: KeY POINTS

What were the 3 concepts you found most meaningful in this book and why.

CONCEPT 1:

CONCEPT 2:

CONCEPT 3:

## Question 2: PLAN TO ADAPT

Which idea / concept are you most interested in adapting to your Group marketing plan and why.