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# Title of Paper

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MRKT110 Principles of Marketing

# Date

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Abstract

[According to the *Publication Manual of the American Psychological Association* (APA), “An abstract is a brief, comprehensive summary of the contents of the article; it allows readers to survey the contents of an article quickly and, like a title, it enables persons interested in the document to retrieve it from abstracting and indexing databases” (2010, p. 25). The first line of the abstract is not indented. An abstract may range from 150 to 250 words (APA, 2010). Because an abstract is not always required for student papers, adhere to your instructor’s requirements.

[Title of Paper Goes Here (same as main title not bolded)]

[The introduction of the paper goes here. Do not use the heading of Introduction]

**Heading for Section 1 of Your Paper (Must be bold!)**

[Cover the first main topic of you paper in this section.]

**Heading for Section 2 of Your Paper (Must be bold!)**

[Cover the second main topic of your paper in this section.]

**Heading for Section 3 of Your Paper (Must be bold!)**

[Cover the third main topic of your paper in this section.]

**Conclusion**

[This is the where the conclusion of your paper goes. Every paper needs a strong conclusion section of between one and four paragraphs]

* *Please note that the whole paper is double spaced, do not skip any extra lines*
* *All paraphrased direct quote sentences must be cited with the author’s last name and year of publication, if it is a direct quote then the source page number is included in the citation.*

References

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