

Marketing Strategy Spring 2019

Optional Final Essay

Due in Drop Box: Wednesday, May 1, 2019 at 11:59 PM

Describe the one “best practice” (i.e., lesson) from the text that resonated with you as most useful, most surprising, and/or most interesting. Why did you choose this “best practice?” What marketing problems would this “best practice” help solve? How could the concept or tool be applied to a particular business situation that you are aware of?

Feel free to draw on your own experiences as an employee and/or customer to provide examples.

Essay should be 500 words, double spaced, 12 point font (Times New Roman or Arial). If you use any sources, make sure to cite and list them properly (any format is acceptable, just be consistent). Make sure to include your name on the document.

Please submit your final exam paper to the drop box on the course eLearning site. Alternately, you may submit your final exam paper to me via email

Essay is due on Wednesday, May 1, 2019 at 11:59 PM. However, the drop box will stay open until Friday, May 3 at 11:59 PM for late submissions.