Spring 2013 Introduction to Marketing/MKT 113
Current Event Analysis

Article Selection

Throughout the semester, students are expected to use a print publication in the library OR use the MKT 113 Research Guide at http://libguides.snhu.edu/Introduction_to_Marketing and find a current event article (i.e. written AFTER December 14, 2012) from a domestic or international publication. It is NOT to be acquired through an internet search using a general search engine such as Google, Yahoo, etc. or from a company website. It is also not to be a company profile created by the student.

This article must:

- Be one of substance (i.e. absolute minimum of 500 words). The number of words must be accurately stated on the hard copy of the article).

- Specifically pertain to marketing-related topics (not of business in general) from the textbook and class (e.g. an article which talks about a new product out on the market, a company’s new marketing strategy, etc.). Although it is preferable that the article’s topic coincide with the learning module (see syllabus) during which the student is presenting, it is not mandatory (e.g. a student presents during Module 4 but chooses an article whose topic is the development of Apple’s new iPhone).

- Not duplicate an article previously analyzed by another student in Professor Anstey’s class. This means two students may choose the same general topic but the article titles are different.

Note: Publications known for their marketing related articles are those such as Journal of Marketing, Journal of Marketing Research, Journal of International Marketing, Journal of Public Policy and Marketing, Marketing Review, Marketing News, Marketing Magazine, American Demographics, Marketing Week, Advertising Age, Direct Marketing News, the Wall Street Journal, etc… See the MKT 113 Research Guide for assistance.

Article Analysis PPT & Visual Preparation

Students will prepare a Microsoft PowerPoint presentation*, not a Microsoft Word Document, to share their analysis with the class. The PowerPoint must include the following slides:

- Analysis Title- (including student’s name, instructor’s name, course name, course reference number, article name, author & date of article, and date of presentation).
- The reason you chose this article
- Summary of the article’s content.
- A minimum of three (3) different key marketing terms/concepts (e.g. “pricing,” “advertising,” “branding,” etc…) specifically stated in the article itself and a brief explanation of these terms in their application within the article.
• The way in which the article’s content relates to a Learning Module as well as a minimum of one of the course competencies from your syllabus.
• An effective, appropriate and relevant visual (in addition to the PowerPoint) directly related to the content of the article. This visual may be a website, video (3 minute maximum), a Facebook or Twitter page, etc… which relates to the article topic.
• Reflection - What the student has learned by completing this article analysis. This is NOT to repeat the article’s content or the student’s opinion of the content (i.e. whether or not you agree with it.)
• References - See Penguin Handbook, MKT 113 Research Guide or http://owl.english.purdue.edu/owl/resource/560/01/ for proper APA citation. Be sure to include article, textbook and visual/image. Videos are to be cited like Video Podcasts.

Note: Cloud-based presentation software such as Prezi may be used in lieu of Microsoft Office PowerPoint provided the presentation may be uploaded to Blackboard™ and printed out to hand in to the professor.

Article and Visual Information Submission to Discussion Board Section of Blackboard™

By the start of class on the day of the presentation, the student must post the article information to Blackboard by going to “Communications,” then “Discussion Board,” and then the forum entitled “Current Event Article Information” as follows:

• Title of the article in the Thread Subject heading.
• The rest of the information will go in the thread itself and will be as follows:
  o Title of the SNHU database used (E.g. ABI/INFORM)
  o Title of the article source (E.g. Journal of Marketing).
  o Title, author (if applicable) and date of the article (DO NOT post the article itself.)
  o Date and link of the visual (e.g. link of YouTube video)

Note: The above information is critical as this is where students will check to see which articles have been done throughout the semester so that they may avoid duplication.

Article Analysis PPT Submission to Current Event Analysis Section of Blackboard™

By the start of class on the day of the presentation, the student must:

• Post the PPT presentation document to the Current Event Analysis Section of Blackboard™. The student MUST be sure to put his/her first initial, last name and “PPT” in file name. For example, the professor’s PPT file name would be labeled as m.ansteyppt. Posting the final version of the PPT is a MUST as the Current Event Analysis section of Blackboard will not allow a second posting.

• Print a hard copy of the clear PPT presentation (full size pages ONLY) AND of the
article itself (with word count and the three highlighted marketing terms/concepts). Staple the hard copy of the PPT and article together (PPT on top) in the top left hand corner and hand it in to the instructor. The professor will correct, grade and return this copy to the student.

- **Upload** the PPT presentation to the desktop of the classroom PC (Students using a flash/travel drive MUST be sure to take their drives out of PC immediately after uploading. You will **not** be able to download it from Blackboard™.

**Article Analysis Oral Presentation**

On the **day of the presentation**, the student must:

- Be fully ready to present an analysis which lasts 5-8 minutes (includes the Q&A).
- Wear business casual clothing (**gentlemen MUST wear shirt and tie**) described at the following link: [http://www.career.vt.edu/JobSearchGuide/BusinessCasualAttire.html](http://www.career.vt.edu/JobSearchGuide/BusinessCasualAttire.html).

**Article Analysis Evaluation**

Students will be assessed on the **content, compliance and communication** of their analysis. Failure to abide by the above specifications will result in a **significant deduction of points** which may result in an F or a 0.

There is **no make-up date** for this presentation unless it is an **emergency** situation. The professor reserves the right to determine which situations are an emergency and which are not. Students are fully responsible for **periodically checking** the presentation schedule on the **Current Event Analysis** section of Blackboard to be sure they are ready to present on their designated day.

**Note:** Walk-in tutoring is available at the Learning Center (Stark 15) for students who would like assistance in creating effective Microsoft PowerPoint presentations.