

Research Paper and Presentation - Due Week 8

The student will develop a marketing research topic from the current business market which relates to the marketing concepts discussed in this course. The student will be required to make Power Point Presentation during Week 8 to the class on the content of the paper. The instructor may assign specific topics or require students to develop their own topics. Topic selection will be discussed in class.

Reference for writing should be the Webster University Student Handbook. Paper must be type written, double spaced with a minimum of 15 written pages in length, including bibliographies and a minimum of 5 cited sources. Presentation 6-8 minutes in class.

The research paper is due along with the in class presentation during WEEK 8. NO late assignments will be accepted.

Price, Product, Promotion, Distribution
Marketing mix 推广 分布, 分配

EVALUATION

Criteria

Type	Weight	Topic Notes
Class Participation	15%	Class Participation and in class Assignments
Mid Term Examination	30%	Week 5 open book
Research Paper & Presentation	25%	Due Week 8. No late assignments will be accepted.
Final Examination	30%	Week 9 open book

Exam 4 Questions

short essay

Breakdown

Grade Range Notes

A	95+	Superior graduate work
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