

Marketing Strategy
XMKT 500: Marketing Strategy

Guidelines for Writing Your Research Paper
15 Pages; 20 References

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED] MBA, PhD

Research Topic

Identify a research topic in marketing strategy or on current issues related to marketing management, marketing communications, or from the suggested list of topics. In your research, you are expected to demonstrate originality, creativity, and knowledge of related literature in the subject matter or topic area of your choice. Furthermore, you should show the intellectual significance of your overall research effort. Your final research paper must be submitted to the professor in the last week of the Cohort.

You are reminded to acknowledge sources used and to cite properly in your papers. Citations should conform to the APA style manual. Plagiarism in research papers and other written assignments must be avoided because such assignments/papers will not be graded or will receive a failing grade. For the benefit of students who may not know, plagiarism is "taking and using another person's ideas or writings as one's own, without giving proper credit or acknowledgment." You are, therefore, encouraged to carefully identify sources utilized in your paper. Good sources and appropriate citations enhance a researcher's credibility. Finally, as you begin working on your topic, it is important to note the ethics of research especially about the following: "honoring property rights, seeking permission to publish material on your web site, honoring and crediting sources in online classrooms, sharing credit and honoring it in collaborative

projects, avoiding plagiarism, using sources to place your work in its proper context, and using sources to enhance your credibility."

Preliminary Assignment

1. Identify a research topic and write two-three pages (double-spaced) on why you selected the topic, and provide three or more related annotated references. Submit this topic discussion for my review and approval on or before Saturday, March 26, 2016.
2. The **APA** (American Psychological Association) writing format is recommended for this research paper. You are advised to obtain a copy of the APA style manual from the library as soon as possible.

Research Sequence/Steps

Identify a Research Topic _____

- (a) Introduction
- (b) Problem Statements
- (c) Statement of Objectives
- (d) Literature Review
- (e) Conclusion
- (f) Recommendations
- (g) References