**CI**

**Disconnect between the opening paragraph and the content of the CI.**

**Go from paragraph 1 to 4. Delete paragraphs 2 & 3, seem out of place.**

* We deleted paragraphs 2 & 3.

**Clarify the content is about the contest.**

* After paragraphs 2 & 3 were deleted, the CI focused more on the contest.
* We added a quote from Gold Peak Tea’s Facebook wall to paragraph 1 that expresses anger with the contest, so the reader knows that consumers are not angry with the product itself.
* We added the legal definitions from the CI to the TN.
* We added a table with the differences between contests and sweepstakes.
* We explained the different marketing implications of contests and sweepstakes.

**p.2: Can you clarify or delete “the ulterior motive involving race”?**

* We deleted the controversy about race, since that could distract from the CI’s marketing objectives.

**Vote inducement is not included in the learning objective. Detailed discussion on the vote inducement, but not a lot of discussion in the TN. Go more or less.**

* We added some theory and questions about the difference between contests and sweepstakes to the TN learning objectives.

**Focus is contest, not their IMC strategy.**

* Descriptions of the social media strategy were scaled down.
* We added a table to clarify the differences between sweepstakes and contests.

**Need to clarify epilogue. Who actually did win the contest?**

* We edited the epilogue to include the name of the alternate winner.
* We added the marketing implications of a small number of Facebook likes for the boycott page.

**Rework the last sentence 1st paragraph, because it did in fact increase brand awareness.**

* We added that brand awareness was increased for the wrong reasons.

**Brand image on 2nd page, 3rd paragraph, clarify or delete.**

* We deleted the controversy about an alternate winner being chosen based on brand image and racism.

**TN**

**Add social media to potential applications, as well as public relations.**

* We revised the potential applications to include these.

**Crisis management. Exercise on theory, question 4.**

* Added brief crisis management description to the CI.

**Add another question about business law.**

* We added some theory and questions about the difference between contests and sweepstakes to the TN learning objectives.
* A question was added about vote farming and social media contests.

**Not all references are cited.**

* All the references in the original paragraphs were properly cited. When we deleted paragraphs 2 and 3, we also deleted the corresponding references.