

A. ASSIGNMENT RECAP

- Choose any marketing theory
- Relate it to daily phenomena that happen around us everyday

Here is the recommended guideline, following the DIEP model:

1. *Introduction* (Introduce the theory you choose briefly)

2. *Analysis*

- D - Describe
- I - Interpret
- E - Evaluation
- P - Plan

3. *Conclusion*

B. KEYWORD EXPLANATION (As this assignment allows to choose theory freely, this part can be excluded)