**Proposal Preparation Template**

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**Proposal Topic:** Describe your topic.

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| **Proposed Course of Action: Adopt Youth-Focused Marketing Strategies with Tech Integration and Social Media** |

**Plan for Developing and Executing a Research Strategy**

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| --- | --- |
| Explain 2–4 criteria that should be considered when finding credible and relevant sources to support this topic. | 1. Authority: Authority can be measured by checking author’s or publisher’s credentials and experience in the field. 2. Currency: Currency refers to the published date of the source, advised to be less than 20 years old. 3. Relevance: If the source is not relevant to our proposal, then we can’t use it, no matter how credible the data is. |
| Explain 2–4 reasons why the information or argument in a source would not be reliable. | 1. If data in the source is outdated, more than 20 years old. 2. Author has not credentials in the source’s field. 3. Source’s data is not relevant to our proposal. |
| Identify 2–4 specific databases, publications, or sites that are likely to yield credible and relevant sources for this topic. | 1. WGU Library 2. Google Scholar 3. Forbes |
| Identify 2–4 search terms or phrases that are likely to yield appropriate sources for this topic. | 1. Marketing Strategies 2. Younger generation and technology 3. Marketing strategies and young people |

**Credible Sources:** Identify 4–6 sources found during your research and use the following table to explain their credibility and relevance.

***Source 1***

|  |  |
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| **Reference Citation:** Identify the author, date, title, and source location, as available. | A whole new world : Using immersive technology to develop marketing strategies. (2023). *Strategic Direction*, *39*(2), 9–11. https://doi.org/10.1108/SD-12-2022-0154 |
| **Credibility:** Explain why the author, organization, or publication of the source is credible. | The publisher for this journal is Emerald Publishing Limited. It’s a reputable publisher for over 50 years. The publisher was awarded highly commended in the 2023 Alison and Morrison Diversity and Inclusivity Award. Their publishing process go through peer review process and other Editor check processes. |
| **Relevance:** Explain the relevance of the source to your chosen topic. | The journal focuses on the latest developments in the field of business management and the case studies on the topic. The study aims to find the effective ways the new technologies can be used in the field of marketing and business development. |

***Source 2***

|  |  |
| --- | --- |
| **Reference Citation:** Identify the author, date, title, and source location, as available. | Panel, E. (2023, September 12). Seven Marketing Strategies For Reaching Younger Customers. *Forbes*. https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2019/01/23/seven-marketing-strategies-for-reaching-younger-customers/ |
| **Credibility:** Explain why the author, organization, or publication of the source is credible. | This article is a council post made by Forbes’s Expert Panel and Forbes Business Development Council. The Expert Panel consists of various field experts like Senior-level sales executives. Some of the Business Development Council members that contributed to this source are Mehul Agarwal (a tech company founder), Clinton Senkow(a marketing service founder) and other people like them.  So, it’s safe to say that the information in the source is credible. |
| **Relevance:** Explain the relevance of the source to your chosen topic. | The topic of the article is Strategies for reaching young consumers. Our proposal is to make our company adaptable to new and changing marketing models to reach young customers.  The purpose of the article aligns with our proposal. |

***Source 3***

|  |  |
| --- | --- |
| **Reference Citation:** Identify the author, date, title, and source location, as available. | Raut, U. R., Pawar, P. A., Sisodia, G. S., & Bobokhonov, S. (2021). Young Consumers and Their Relationship with Brand: An Empirical Analysis. *Turkish Online Journal of Qualitative Inquiry*, *12*(7), 725–739. |
| **Credibility:** Explain why the author, organization, or publication of the source is credible. | The main authors of the article are in the Department of Management Sciences and published various other articles about marketing and branding models.  The article was published in 2021, which is good. |
| **Relevance:** Explain the relevance of the source to your chosen topic. | The purpose of the source is same as our proposal which is – how fast-paced young people are changing the marketing models of companies and how brand managers should keep improving as they change. |

***Source 4***

|  |  |
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| **Reference Citation:** Identify the author, date, title, and source location, as available. | Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H. K. (2014). An empirical investigation of green purchase behaviour among the young generation. *Journal of Cleaner Production*, *66*, 528–536. https://doi.org/10.1016/j.jclepro.2013.10.062 |
| **Credibility:** Explain why the author, organization, or publication of the source is credible. | The authors have credentials in the field of our proposal which is Marketing and understanding consumer behavior. The publication is ‘Journal of Cleaner Production’ with a good CiteScore(cited by) and good reputation. Published in 2013, the article retains its contemporary relevance. |
| **Relevance:** Explain the relevance of the source to your chosen topic. | The topic of the article is to investigate the purchasing behavior of the young generation. Like how much of that is influenced by green movement and the ecological effects of the production of those products. |

***Source 5 (Optional)***

|  |  |
| --- | --- |
| **Reference Citation:** Identify the author, date, title, and source location, as available. |  |
| **Credibility:** Explain why the author, organization, or publication of the source is credible. |  |
| **Relevance:** Explain the relevance of the source to your chosen topic. |  |

***Source 6 (Optional)***

|  |  |
| --- | --- |
| **Reference Citation:** Identify the author, date, title, and source location, as available. |  |
| **Credibility:** Explain why the author, organization, or publication of the source is credible. |  |
| **Relevance:** Explain the relevance of the source to your chosen topic. |  |

**Weak Sources:** Identify two additional sources found during your research and use the following table to explain their weaknesses in terms of credibility, relevance, or usefulness.

***Weak Source 1***

|  |  |
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| **Reference Citation:** Identify the author, date, title, and source location, as available. | Thomas, S. (2023, April 19). *Marketing to Millennials: How to reach a Younger audience*. WSI-eMarketing Blog. https://blog.wsi-emarketing.com/reach-younger-audience-marketing-millennials/ |
| Explain why the source is not credible, relevant, or useful. | The reason this source can be considered weak is because it does not have much information about the author. It does not provide author’s information like education or experience in the field. It is a blog post. |

***Weak Source 2***

|  |  |
| --- | --- |
| **Reference Citation:** Identify the author, date, title, and source location, as available. | Marketing Intelligence & Planning. (1993). *Marketing Intelligence & Planning*, *11*(8), 1–47. https://doi.org/10.1108/eb045786 |
| Explain why the source is not credible, relevant, or useful. | While the source’s purpose seems to align with our proposal, which is to find the best marketing strategies to attract young people, the currency, that is published date of the source is too far behind, 1993. Thus, the source cannot be considered reliable. |