This is a simple writing assignment to apply what you have learned thus far in the course to your personal marketing experiences and to share your thoughts with your peers.

Assignment:

You will write **three** blog posts throughout the semester, comprising 60 points of your final grade (20 pts each).

You may choose to write on any of the following topics:

* A bad retail experience
  + What was the retailer?
  + What were you there to do?
  + Why was it a poor experience?
  + How did it leave you feeling about the brand?
  + Have you returned?
* A current fad or trend product
  + What is the fad product?
  + How quickly did it come and go?
  + Who was the target market?
  + What environmental trend did it take advantage of?
* A social and/or unethical marketing campaign
  + What is the product?
  + Why do you think the brand opted for this marketing strategy?
  + Why is it unethical?
  + Who does it exploit?
* Discuss a successful international product or service that has been adopted in the US
  + Why has it succeeded?
  + What makes it distinct?
  + Does it have competitors and if so, who are they?
  + Does the product seem connected to its home country still? Or has it become “Americanized”
* Emotional branding
  + What is a product/service/brand you are emotionally connected to?
  + Why is it important to you?
  + How does it play a role in your life?
  + How does it enable you to reveal or express yourself to others?
* Discuss a strange/surprising/unexpected consumer behavior you have noticed in yourself or others.
  + What is the behavior and why is it strange/surprising or not what you would expect?
  + Who does this behavior and when do they do it?
  + Why do you think people do it?
* Discuss a unique retail experience you have had.
  + What is the retailer and what is unique about it? Was it positive or negative
  + Tell us the effect the retail experience had upon you, as a consumer?
  + What do you think inspired the retailer to create this environment for the consumer? Was it a good idea?

Requirements:

* Include pictures, visuals or other media that supplement your post.
* Quote and cite sources and link back to them as appropriate. You may also want to include links to additional material for further reading on the topic.
* Length: please spend several paragraphs (at least one paragraph addressing each question) discussing the questions above
* Please try to have a strong point of view in your blog – I want to hear your ‘voice’ coming through.

Grading Criteria:

On Blackboard, post your entry under the Blog component and click “Create Blog Entry.”

Blog posts will be graded on:

* Research and thoughtfulness
* Clarity, thoroughness, creativity, novelty
* Grammar, spelling, and punctuation

Reference Blogs: **Look at these and consider their strengths!**

* <http://bps-research-digest.blogspot.com/> 🡪 Thorough discussion of concepts
* <http://www.thetruthaboutcars.com/> 🡪 many pictures to illustrate points
* <http://thehairpin.com/> 🡪 creative content
* <http://www.everywhereist.com/> 🡪 Infusing commentary with writer’s personality