# **Assignment 3 Marketing Instructions**

**Due: Wed Oct 1, 2025 5:00pm**

* Hello! In addition to the 10ks for your company, find and review the shareholder reports and **research/media reports** for your company. (Ford)
* Examine these data (**10ks and Shareholder reports**), and **outside sources (verifiable**)
  + What are their main marketing approaches?
  + Have these been successful or not? Why?
  + Demonstrate the basis of your conclusions and recommendations based on data or other specific factors (real not imaginary factors)
  + What is the role of business intelligence systems in the marketing function?
* Prepare a Memo and presentation.
* Standard **1.5 space**, **12 point font**, with **charts and tables in text** is fine
* SEC website for 10-K (annual reports), Proxy (annual meeting), and Ownership disclosures for Ford Motor Company: <https://www.sec.gov/edgar/browse/?CIK=37996>
* 10-K and other reports from Ford Motor Company website: <https://shareholder.ford.com/financials/default.aspx>