**BAB235 Advert Age Article Review Assignment (Group) - Guideline**

Go to the <http://seneca.libguides.com/BAB235>

* Click on Journal Article Review Assignment
* Click on the section called Advert Age
* Select any B2B article and review the article stating the focus of the article, its benefit to B2B company and also critique the article and add your opinion about the article.
* The article should NOT be more than three (3) years old.
* Your write-up should not be more than three pages long.
* Make Presentation to the class for 5 to 10 minutes

Use the MLA Citation Guide. To review the MLA rules go to the tab called Citing on the course page.

Please cid:image002.jpg@01D08E3F.2A03A470screen snip cid:image002.jpg@01D08E3F.2A03A470the first page of the article and include it at the end of your document as an ‘image’.

* Familiarize yourself with the Seneca College [Academic Honesty Policy](http://www.senecac.on.ca/academic-policy/acpol-09.html).
* Submit your work first thing in class on the due date.