**BAB235 Journal Article Review Assignment Guideline**

1. Go to the  [Seneca Library Website.](http://seneca.libguides.com/c.php?g=20886&p=1701100)
2. **Search for a Scholarly and peer reviewed article.**

* Your topic should be on **one** of the elements of the marketing mix strategy. Search for a journal article on issues relating to product, price, promotion or distribution strategy of a consumer goods company.
* For example, an appropriate article title on your topic is: “The impact of product innovation on the profit margin of a company: The case of P&G.

1. **Article Requirements**

* The scholarly journal article you choose must be published within the last five years and be at least eight pages long.

1. **Write a Review of the Article**

* The review should be approximately three pages.
* Review the journal article using the following format:

1. Provide a summary of the article including the methodology, results, findings and conclusions of the research.
2. Discuss the implications for managers.
3. Discuss what you think of the article (value, relevance etc.), its findings and conclusions.
4. Include in-text citations in your assignment and a Works Cited list at the end on a separate page. Use the MLA Citation Guide.

**Other requirements**

* Your write-up should not be more than three pages (excluding the Works Cited page)
* The grade for this assignment will be based on the extent to which the summary contains the key messages of the article. The quality of implications for managers and the relevance of the article to one of the elements of the marketing mix of a company.
* Attach the article to your submission. Please cid:image002.jpg@01D08E3F.2A03A470screen snip cid:image002.jpg@01D08E3F.2A03A470the first page of the journal 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.