Please do not take it if you cannot follow the instructions to the point.

Not following the instructions won’t hurt you but it hurts and costs us badly!!!

* APA Format
* Please attach the Turnitin report after the completion
* Further edition may require without costing further

Book description:

Solomon, Michael R., author. | Marshall, Greg W., author. | Stuart,

Elnora W., author.

Title: Marketing : real people, real choices / Michael R. Solomon, Saint

Joseph’s University, Greg W. Marshall, Rollins College, Elnora W. Stuart,

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Subjects: LCSH: Marketing--Vocational guidance.

MRKT 621 SECTIONS 11 AND 12 ASSIGNMENT TWO: ADVERTSING

1. IDENTIFY ALL SIX ELEMENTS OF LAY OUT (LIST EACH ELEMENT DESCRIBING WHERE IN THE AD THE ELEMENT BELONGS.
   1. Are there any missing elements? Which ones? 50 words
   2. Is this ad effective? 50 words
2. WHAT IS TYPE OF ORIENTATION? (Indicate quadrant and rationale) 50 words
3. WHAT LAY OUT ELEMENT WOULD YOU CHANGE? WHY? (You can say NONE and elaborate)
4. Follow the links provided that will help you answers the questions



Assumptions:

1. Sold in Vancouver metro area in specialty stores and online.
2. Market research on the brand indicates that the VALS segment to target is experiencers

<http://www.strategicbusinessinsights.com/vals/ustypes/experiencers.shtml>

1. <https://www.slideshare.net/jcbarcelo/fcb-grid>