

## Project 2: Consumers and Marketing

***(Please do not use pictures or images on the Title Page – remove from your final copy)***

As consumers we can define our attitudes and acceptance, or rejection of advertising based upon our perceptions and experience. But as students of Business Management, we are called upon to examine the topic more in depth and from a corporate perspective. Project 2 will address the following questions from the perspective of a business owner or chief marketing officer.

### **Introduction**

*(Write an Introduction paragraph. The Introduction paragraph is the first paragraph of the paper and will be used to describe to the reader the intent of the paper explaining the main points covered in the paper. This intent should be understood prior to reading the remainder of the paper so the reader knows exactly what is being covered in the paper.)*

*(Identify from which perspective the paper will be written: business owner or chief marketing officer.)*

*(Write the introduction last to ensure that the main points are covered.)*

## **Product Selection and Its Typical Consumer**

*(Select and discuss one good example of a product, brand or industry and its typical consumer. The product selection can be of your choice, but the information presented about it is from a reliable source and properly cited and referenced.)*

## **Consumer Purchase Decision**

*(Define the consumer purchase decision by one or more of the five “conceptions”.)*

*(Explain how the product is suited for marketing to one or more of the 5 conceptions and why not to the others.)*

## **Ethical Principles**

*(Explain what ethical principles would apply to the marketing of the selected company’s or industry’s products? Include an alignment of the principles selected in relation to caveat emptor. )*

*(Explain the responsibilities of the marketer in relation to ethics concepts you have studied, including HOW its application would impact the marketer’s message and programs.)*

## **Privacy Policies**

*(Explain specifically what would be prescribed for the company’s social media and data privacy policies related to the advertising of its product(s).)*

## **Conclusion**

*(Write a concluding paragraph that is brief and summarizes the main points. Provide specific information related to the major topics discussed in the paper.)*

## **References**

*(The reference page is on a separate page from the report. The reference page is completed according to APA with each reference left-justified with hanging indentation for subsequent lines. References are completed in alphabetical order. Please see the module, Learn to Use APA to ensure references are in APA format.)*