

Marketing: Branding and Selling

"EOL" Evidence of Learning Fridays

In an effort to give both students and teacher an opportunity to assess learning, the following Fridays will be "EOL" or "Evidence of Learning" Fridays.

EOL "First" FRIDAYS:

- September 2nd
- October 7th
- November 4th

Current Event

WHAT TO INCLUDE:

You must choose an article that relates to *marketing* in some way. Please be creative when writing your current event. You should include information that you feel is necessary to help the reader understand the concept of the article. You must include.....

- ✓ The WHO, WHAT, WHEN, WHERE and WHY (5 W's) of your article. Give a brief summary of the article and let us know what is going on.
- ✓ Provide evidence that this article helped you learn more about marketing. Compare it to something you have already learned or something that you know we will learn in the future.
- ✓ Share the most interesting facts/ideas that you learned while reading the article.
- ✓ Reflection

WRITTEN GUIDELINES:

- ✓ Use formal English....no contractions or slang!
- ✓ The reflection must be typed in 12pt, Calibri or Arial font and double spaced.
- ✓ Do not use direct quotes or phrases from the article without giving proper credit to the author. Plagiarism will result in a zero for the assignment.
- ✓ **Please staple a copy of the article to your current event. (PRINT AHEAD OF TIME)**

ORAL PRESENTATION:

Throughout the semester, each student will present a 1-2 minute presentation to the class about an article. Please be prepared to present any article you have submitted.

The presentation should include:

- ✓ The title of the article and where you found it.
- ✓ A *BRIEF* summary of the article. (ex...the company/product the article is about and what is going on)
- ✓ How this article relates to what you have learned in class.
- ✓ One interesting fact you learned from the article that you did not already know.

You will be graded on both your oral presentation and your written current event.

SAMPLE CURRENT EVENT:

HEADER:

Name:

Date:

Name of Article:

Source of the Article:

INTRODUCTION: (paragraph 1)

Summarize the article by using the 5 W's. This should be written in YOUR OWN words and should be at least 5-7 sentences long. (If the article is really short, you won't be able to adequately summarize it.)

PROVIDE EVIDENCE THAT THIS ARTICLE HELPED YOU LEARN ABOUT MARKETING: (paragraph 2)

Connect the article to what we are learning in class. ***Make sure to provide evidence that this article helped you learn about marketing!*** Feel free to link terminology from class into this section!

INTERESTING FACTS: (paragraph 3)

Share with us the most interesting thing(s) you learned while reading this article. This could be a fact/figure or an overall theme or idea.

REFLECT ON WHAT YOU HAVE LEARNED: (paragraph 4)

Convince me that you fully understand the content we have been learning in class. How does this article connect to your life?