Marketing Article Review

**The article must be related to one of the 9 marketing functions as discussed in class. Attach the article to this worksheet. This is an all or nothing assignment. If you do a poor job, you will not receive credit. (Print out and attach article to this paper.)**

Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Source:

Date of Article:

Name of Article:

Author’s Name:

Write one paragraph summarizing this article.

Write one paragraph giving your thoughts related to this article. State your reaction. You might indicate your feelings about what you learned or site applications or examples in this area. You might also suggest alternatives or future implications if appropriate.