American Intercontinental University

Unit 1 Individual Project

MKT640 – A Managerial Approach to Marketing

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font.

**Challenges in New Product Launches**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. This section of the paper must contain research - which means that a citation must be included in the section (Last name, year). The punctuation goes after the citation not at the end of the sentence. If no author is stated: (Short Title of Article, year). The punctuation goes after the citation not at the end of the sentence.

 **Challenges: example number 1.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 challenges must come from research derived from articles in the library’s full-text databases.

 **Challenges: example number 2.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 challenges must come from research derived from articles in the library’s full-text databases.

 **Challenges: example number 3.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 challenges must come from research derived from articles in the library’s full-text databases.

**Technology and New Product Development**

This section of the paper must contain research (which means that a citation must be included in the section.

 **Technology: example number 1.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 technology examples must come from research derived from articles in the library’s full-text databases.

 **Technology: example number 2.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 technology examples must come from research derived from articles in the library’s full-text databases.

 **Technology: example number 3.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 technology examples must come from research derived from articles in the library’s full-text databases.

**Legal and Ethical Implications in New Product Development**

This section of the paper must contain research (which means that a citation must be included in the section.

 **Legal and ethical implications: example number 1.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 legal and ethical implications examples must come from research derived from articles in the library’s full-text databases.

 **Legal and ethical implications: example number 2.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 legal and ethical implications examples must come from research derived from articles in the library’s full-text databases.

 **Legal and ethical implications: example number 3.**

Insert your verbiage here and be sure to indent the first line of the paragraph. Remember to use citations in the body of the paper. This section must contain research. At least one of the 3 legal and ethical implications examples must come from research derived from articles in the library’s full-text databases.

**Conclusion**

 Add some concluding remarks-can be a sentence or two.

NOTE:

* If you are not at the end of **page 7** with content, your paper is too short (if you used graphs or charts, your paper should be longer)
* Do not insert extra spaces between paragraphs to make your paper appear longer.
* If you are beyond **page 10** with content, your paper is too LONG. Do not change the font or margins to make the paper appear shorter or longer

**References**

NOTE: The reference list starts on a new page after your conclusion.