American Intercontinental University

Unit 2 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.

**Maslow’s Theory of Needs and its Application to Marketing**

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 derived from articles in the library’s full-text databases. The proper format for citations: (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.

**The Consumer Behavior Model (or Industrial Model) and the Marketing Effort**

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 derived from articles in the library’s full-text databases.

**NOTE: This section forward will become a portion of your FINAL PROJECT (some editing may be required)** As your projects are graded, you may wish to copy and paste the appropriate sections directly into the Final Project Template which is found in the Unit 4 Individual Project. This allows you to organize your work in increments and see how the sections are beginning to come together to produce a comprehensive plan.

Provide a quick overview of the product or service you created on the Unit 1 DB (2-3 sentences only). NOTE: you will use the same paragraph for all of the assignments in this course.

**Company’s Target Market: an Application of the Concepts**

Identify your target market. Provide a specific demographic profile and rationale for this decision. Another source that may help you: [The US Census Bureau's American Fact Finder](http://factfinder.census.gov/home/saff/main.html?_lang=en). Consider the size of the market and its purchasing power. **Research is required** to back-up your selection and to provide statistics to show that it is a viable market. Copying and pasting statistical tables does not show your mastery of the materials. Create the information in an original format.

**Company’s Competition: an Application of the Concepts**

Analyze your competition. Who are they? Who are the biggest players? How large is the market? What are the trends/forecasts in the industry? How does your product/service fit in? Hoover's Pro in the Library is a good tool for this section; it may be accessed under “Find Web Resources.” **Research is required.**

**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.