

**Appendix C**  
**ALTERNATIVE ASSIGNMENT IN PLACE**  
**OF RESEARCH PARTICIPATION**

The Marketing Department has mandated that participation in one online study and two in-person research studies be part of the requirements for this course. The philosophy is that there is some educational value in getting a feeling for what marketing experiments are like and, further, that since marketing knowledge is heavily based on research, those who study marketing will be asked to help "give back" to the discipline and future students by helping expand this knowledge.

The guidelines provide that those who object to participate in the research, or are not eligible, may complete a substitute assignment to attempt to obtain the points available. If you would like to take this route, you may complete a brief paper on *any topic covered in this course*. You should:

- Cite the textbook *and at least three articles* from legitimate periodicals on the topic
- Discuss implications of these for a specific firm of your choice (e.g., Hewlett-Packard, Walmart, or Marriott Hotels).

Quality is important than quantity, and people differ in their writing styles, but a length of 4-5 pages double-spaced (not including the biographical listing) is generally reasonable.

Please note that full credit for papers is *contingent on quality and is not guaranteed*. Those electing to write a paper should turn this through Turnitin on Blackboard no later than April 24.