MEMORANDUM
May 8, 2003

TO: Mar 3023 Students

FROM: Richard Sjolander

SUBJECT: ASSIGNMENT 1: Environmental Influences

1. Find 4 Articles, each from a different source (newspaper, journal, magazine, for ex.) that discuss how environmental factors impact marketing. These articles should be published during the last 21 days.

2. For each article, write a brief summary, maximum 1 page in length per article. Be sure to include a summary paragraph for each summary explaining how what is discussed in the article this factor impacts marketing of a product or service.

3. Attach a copies, or the original, of the articles, including citations, used in this assignment.

This assignment will be collected at the beginning of class on Thursday, May 15. No late assignments will be accepted.