**INDIVIDAUL MARKETING PAPER - GUIDELINES**

**LENGTH: Between 8-10 pages double-spaced. This does not include cover sheet, tables, charts, appendices or reference section.**

**FORMAT: 1” margins on top, bottom, and sides; 12 point Times New Roman or similar type.**

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1. TOPIC: Can marketing be used to change the outcomes of poverty?

2. CONTENT: Your paper should include both of the following components: It is my belief that the better projects will incorporate both in a seamless manner. Excellent work will be rewarded in any event.

* Prepare a literature review of articles that discuss the topic that you are interested in. A literature review reports on what other authors have to say about a particular topic.
* Report on some secondary data relating to your topic (i.e., Statistical data from WashingtonD.C., etc.)

3. SOURCES: Sources for this project may include books, journal articles, web sites, etc.

* The databases most likely to provide journal articles that cover your topic are ABI-Inform and The Lexis-Nexis Academic Universe, but the entirety of the Aladin data base set may be helpful. Check out other databases, such as government documents, which may be available through the Georgetown library since there may be other useful sources, depending on your topic.
* The library has many resources, including:
  + Web page on using the World Wide Web to find sources.
  + Web page with useful information on its resources.
  + Catalogue of all books available in the Georgetown library.
* **Who is the Publisher?** Government bodies and educational institutions can generally be regarded as authoritative. Don’t necessarily reject sites created by individuals – some people are expert in their sphere of interest and have excellent websites. If in doubt about a site try to contact the publisher – a good site should always provide contact information.
* **Is the information current?** Look for a date somewhere on the page, but be careful that you are not just looking at the date the site was begun. Good web authors will give a revised date each time a page is updated.
* **Where does the information in the website come from?** Some sites are purely the work of the web author, but many others import data from far and wide. Check that the source of imported data is acknowledged.
* **Is the information objective?**  Many organizations and groups put their views to the world via the Web. This is their right, but remember these views may be biased – look for balance.
* **Wikipedia is NOT authoritative.** It can, however, point you in interesting directions. It is certainly acceptable and even recommended to use the bibliographies attached to many Wikipedia cites. The same applies to GOOGLE.

4. **EXHIBITS:** Where appropriate, you may wish to include exhibits within the text of your report, including:

* Tables of data
* Charts
* Graphs

These elements must be integrated into the text of your report, *not* put in a separate section at the end. The purpose of these exhibits is to help the reader better understand your findings.

5. FORMATTING REPORT: Your written report should be as professional as you can make it.

* The report must be typewritten and double-spaced with 1" margins on top, bottom, and both sides.
* 12 point Times-Roman type.
* List of references must be in APA format
* Leave a line between paragraphs.
* Maximum of 8-10 pages (marks deducted for exceeding the length limit).
* Pages must be numbered. (Do not number the cover page, start with the first page of meaningful text. You need not number the references or other additions)
* Your written paper should be **carefully proofread and edited**.