

OLPD 3401 Consumer Identity Essay Assignment

This assignment is designed to help you think through and apply the topic of Consumer Behavior & Identity in practical ways. Apply content from Chapter 4 and the discussion/activity (see handout) to reflect on yourself as a consumer. The more you are able to identify and articulate your consumer behavior the better you will be at seeing traits in others or reaching them through your work. Write in such a way that the topic becomes personal for you.

You may reference specific content and this is also about your experiences and application of the information we discussed. Papers should be 4-5 pages in length double spaced and 12 point font.

Upload to Canvas in either a pdf or doc format by due date. Deductions for each late day.

Rubric Criteria & Description	Pts
Identification & Recall Document how Consumer Identity is important to the field of Marketing. Draw on our text and class discussion to make linkages showing why this topic is important. <i>Give at least 3 key points in your introductory paragraph.</i>	6.0 pts
Personal Reflection Identify how your particular <u>behavioral factors</u> , <u>unconscious influences</u> (as much as possible by making assumptions), and <u>customer identities</u> all intersect. Explain how you have been formed as a consumer. <i>This should be a large paragraph or three separate ones each with deep reflection and separate examples for the three category areas.</i>	10.0 pts
2 Application Examples Integrate your consumer identity with two different brands, organizations, products, or services. Unpack how you see these samples using concrete examples as filtered through your experiences or how you have been conditioned. <i>Use one paragraph for each sample.</i>	10.0 pts
Evaluation Explain how knowing your consumer identity and being mindful about how it has been formed might be valuable to you in making purchases or brand choices. Describe how this course topic informs you as a consumer going forward. <i>Give at least three examples in your conclusion paragraph.</i>	6.0 pts
Grammar Show writing and composition skills in keeping with college level work including punctuation and sentence structure.	3.0 pts
Total Points: 35.0	