Each student will read 2 articles, less than 3 years old, during the semester, found in 2 **different** social media or marketing journals (no newspapers). ***No credit for email or late articles***. Student will **type** a 500 to 700 word review (12 point font), **all** to be submitted online in D2L as a word document & containing a title page with your name, class day and time, the Article Number and the question numbers on each article & based on the following ***required format*** (Example on D2L): Do not duplicate between article reviews, each one has to be unique and separate.

1. Include title of article; author; name and date of publication; include copy or internet link.
2. Why did you choose this article?
3. Explain what the article covered? Are there other articles or literature to support the author’s theory(s). If so, mentioned them in your summary.
4. What aspect of marketing concept(s)/theory did it address (the 4Ps, consumer behavior, positioning, etc.)?
5. What are the ramifications or interpretation (what did you learn)?
6. Based on the article what recommendations what would you suggest to alleviate the problem(s), if any?
7. Do you feel the article topic covers relevant current marketing trends and/or issues? Why or why not?