**Unit 4 Individual Project**

Student Name

College of Business and Management, Colorado Technical University

MGMT385

Professor’s Name

Date

**Unit 4 Individual Project**

Introduce the topics you will cover in your paper. Use 12 pt Times New Roman font, double space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences and a transition for a total of 4 sentences. Use APA in text citations where your references are used. Do not change the document margins. The assignment should be 3-5 pages (plus the title page and reference page).

**How would you describe customer loyalty, and why is it important to an organization?**

Type your response here.

**What are the ways in which an organization can build customer loyalty and trust?**

Type your response here.

**Long-term relationships are essential to sustain an organization. What are some of the reasons that customers remain loyal to a product, service, or organization?**

Type your response here.

**Conclusion**

Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style..

**References**

Cite sources alphabetically in APA format. Here are some examples of references cited in APA format.

Gliddon, D. G. & Rothwell, W. J. (2018). *Innovation Leadership*. Routledge.

<https://login.proxy.cecybrary.com/sso/skillport?context=137758>.

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open, 10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). Where’s the boss? And what counts as “work”? *The Society Pages*. <https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/>