**Unit 1 Individual Project**

Student Name

College of Business and Management, Colorado Technical University

MKTG629

Professor’s Name

Date

**Unit 1 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 5-7 pages (including the title page and reference page).

**Discuss how the company utilizes traditional marketing. Provide an example of the current ad campaign used by the company.**

Type your response here.

**Provide 1 example of digital and social media marketing from 2 of the following mediums: Social media, Google advertising, Web site, e-mail marketing, and mobile marketing**

Type your response here.

**Explain how e-marketing integrates with the company’s traditional marketing. Include the company’s message (what are they telling the customer) and the creative (image, photo, video) used to reach their audience. Comment on hashtags, number of posts, and specific social media outlets.**

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/>