Student Name

Assignment Title

Colorado Technical University

Date

Introduction

 Introduce the topics you will cover in your paper. Use 12-point 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 4–6 pages (plus the title page and the reference page).

You are the marketing manager for a new brand of sports drink called *Refresh*. The all-natural ingredients in the drink are grown and harvested on small farms in the United States. The bottles and packaging are made from recycled materials. You are preparing for the launch of the product in the local market.

Using what you have learned, answer the following questions:

What are the features and benefits of this brand?

Type your response here.

What differentiates this sports drink from the competition?

Type your response here.

Who will the target market be, and why?

Type your response here.

How will you promote Refresh?

 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 1–3 sources 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/>