

Retailer Collage: Assignment Instructions

Instruction: Your assignment is to create a **personal collage that represents your relationship to the retailer of your choice**. This can be a retailer that you have shopped at your whole life or a retailer that is new to you.

1. Use MS PowerPoint to create a collage. You will first create a cover page consisted of a picture of yourself and the retailer's logo (or an image of the store), along with your name and the name of the assignment. Then you will create total 6 collages on each slides by pasting or inserting images/pictures that you have selected onto the PowerPoint slides directly. Each collage will include pictures/photos/images that **represents your feelings about, memories of, experiences with, or relationships with the retailer** you have selected. You may use a copy of your own photos or download images from the Internet (copyright infringement is not an issue for this assignment). Number each of the six collages you created, except for a cover page with a picture of yourself and the retailer's logo.
2. Provide a description/summary (typed) for each photo that explains what each collage represents to you. Examples could be a photo of your mom and your memories of shopping at the store with her. Another example could be an item you purchased from a retailer that is related to your hobby – discuss how this hobby and the shopping experience are part of your life or happy memories. Apply your knowledge of marketing strategies, consumer behavior, branding, services marketing, and retailing in describing how the retailer's marketing strategy contributed to your relationship with the retailer if that is relevant.
3. You should bring a **hard copy** of your completed assignment with you to class on the due date. An absence will result in an automatic "0" on this assignment.