# Whitepaper Assignment
# M415, Advertising and IMC, Fall 2017
# Dr. Mayer

## Introduction

Staying current on developments in your professional field is absolutely crucial to forging a successful career, and the real-world manifestation of this course's content is largely dynamic, not static. This exercise will expose you to industry whitepapers, reports written by industry experts that explore a specific topic (in our case, a specific marketing topic). Reading whitepapers is a great way to stay up-to-date on industry developments!

## Step One

Sign up for your whitepaper in the discussion forum.

## Step Two

Read your whitepaper carefully. Think about it. Perhaps read it again.

## Step Three (written deliverable)

Your writeup should be approximately three pages long (double-spaced, 12-pt font, 1" margins, prepared in Microsoft Word), and contain:
- First, you'll need to summarize the key content of the article.
- Second, you'll need to conduct some online research (using Kelley library resources and other reliable sources) to expand on the contents of the whitepaper a bit. So in other words, everyone's topic is much broader and more dynamic than just what's covered in that whitepaper. What else is going on in specific topic, or in a closely related one that affects it (e.g., it I were doing a topic on big data analysis I might choose to explore how big data is enabling consumer segmentation and targeting efforts).
- Third, choose a company or brand or service that based on some second-hand research you do about it (not just your gut feel) you propose (1) could benefit from better applying the concepts in your whitepaper OR another that (2) represents a best-in-class use of the contents of your whitepaper. Please note that this application <u>cannot use any company(ies) referenced in the article</u>. It will require you to think about your whitepaper, and then use outside resources (e.g., IUPUI marketing research resources) to identify and investigate a target that meets the qualification (could benefit, or best-in-class). Describe this company and its situation, and then describe how it either leveraged this topic effectively / should use it to improve its situation.

So in totality, you'll be digging into the topic, broadening it a bit, and then providing a real-world examples of application or possible need to do so.

Definitely add any important charts or infographics (these can be created by you, or a graphic from the whitepaper can be inserted directly into the summary) in order to facilitate understanding of this topic; I would highly encourage you to do so. The insertion of these charts does not affect that amount of text that must be present but you can go up to seven pages long including these visual aids. Please note that all visual aids must be referenced in the text of the summary; avoid having images just randomly appearing with no explanation.

Please note my syllabus section on plagiarism—this writeup needs to be heavily informed by the whitepaper, but entirely created by you (in other words, it needs to be your own writing). When citing directly from the paper, remember to put quotes around exact text. Don't simply pull out major sections of the whitepapers; rather integrate the learning into your write-ups.

# Step Four (in-class presentation)

Prepare a short presentation on Step 3 to present in class in small groups. Note that this presentation will not be off a computer or using Powerpoint, but rather will be an informal person-to-person one. Your recommended time limit is 7-10 minutes. Prepare a clear, rehearsed, well-thought-out presentation that hits the highlights of the paper(s) at a high level--give the big picture of what the article(s) had to say and bring your application example to life. THIS WILL BE A CHALLENGE TO GET THROUGH IN THE ALLOTTED TIME, so please do practice and carefully construct your talk.

Keep in mind this is not meant to be a holistic "this is everything in my paper" presentation, but rather a summary of the key points/insights so that classmates can decide if this is a topic they'd like to explore in depth by reading the entire whitepaper. So I'd recommend giving a nice executive summary and then spending a quick minute or so on your specific application example.

# Key evaluation considerations

I want to be clear in how I'll be grading/evaluating your effort:

- How effectively did you capture the main ideas of the whitepapers?
- Did you effectively summarize the entire paper, versus just a piece of it?
- Did you write the executive summary in a way that a fellow student (versus an industry expert) could understand the key points?
- How effectively did you add your insight/research to the contents of the whitepaper?
- Did you effectively identify a relevant application/example of the concepts in the whitepapers?
- How effective where you in communicating why this application/example is appropriate?
- To what degree did you apply the learning from the whitepapers into this setting?
- Did you prepare a professional-looking document that is easy to navigate?
- Did you follow formatting guidelines?
- Is your writing precise and accurate?
- Is the paper well-written, with excellent flow and proper grammar?

Due date—Wed, Nov 15
- The complete written deliverable (paper) is due at the start of class, 11/15
- In-class presentation is during our 11/15 session.

Thanks all—I think this will be a great learning experience as we explore some of the "latest and greatest" in real-world digital marketing.