Write a 3 page (double spaced, Times New Roman, 12pt, 1 inch margins all around) analysis of the
(1) advertising strategies in your selected industry and (2) your intentions regarding raw data
requirement of the assignment (what type of data do you intend to collect and analyze). Some notes:

- This will be one convenient way for you to get some feedback on some part of your
  presentation and paper before you actually present or turn in the paper.

- You will be able to use the same analysis for your final paper, so try hard.

- Hopefully, you will improve the analysis in the final paper and presentation after taking into
  account suggestions from this graded assignment.

- This analysis does not need to read like a completed piece of writing (e.g. have an
  introduction, a body and a conclusion). Realize, that part of this analysis will end up
  somewhere in the body of your final paper.

- You do not need to do any industry analysis; you should focus on analyzing advertising
  strategies only.

- This does not mean that the limit for the part about advertising strategy and analysis in your
  final paper is 3 pages. This should serve you as means to get you started and a way to get
  some feedback before the paper is due.