

**SPRING 2017**  
**AEM 4550: Economics of Advertising**  
**Prof. Jura Liaukonyte**

**HW5**

**Due at the beginning of the class on Tuesday, April 18<sup>th</sup>**

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 will you focus on in the primetime advertising data analysis and will you collect any additional data?). 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.