

Exercise 2:

According to the planning process and essay structure described in class, and summarized in the document “Lesson Summary – Planning and Organizing,” provide an outline of your eventual essay.

The outline should contain:

Your **thesis** and **key points** supporting the thesis (can be stated as **topic sentences**).

Supporting details for the key points.

The basics of an **introduction** that presents the topic, provides context, and makes a plan for your essay.

It should consist mostly of notes, not whole sentences.

It should be ½ to one page long.

In his book *Marketing Communication: New Approaches, Technologies, and Styles*, Allan J. Kimmel (2005, p. 1) says, “In recent years, the face of marketing communication has begun to develop into something much more complex and far-reaching than ever before.”

Do you agree? Describe some of the basic approaches and strategies of modern marketing communication. Contrast the ways in which marketing communication today is different than it was 30 years ago. Explain why and how it has changed over the years, using examples to illustrate your answer.

Kimmel, Allan J. 2005, *Marketing Communication: New Approaches, Technologies, and Styles*, e-book, accessed 1 October 2018 from EBSCO.