

HONORS MARKETING

Assessment #2: The Golden Circle

In all my classes, I think it is important that I try to give assessments that will help you in the real world. Presentations, interviewing businesspeople, group work, and writing assignments will all help you in the real world. If you can speak well, converse well, work in a group well, and write well, all those things are very important in most all industries. With that being said, this is your writing assessment for marking period #1.

As a reminder, we have already watched the following two videos:

- <https://www.youtube.com/watch?v=sO4te2QNshY>
- <https://www.youtube.com/watch?v=keCwRdbwNQY>

Now, you will need to watch the following TED Talk from Simon Sinek. It is one of the most legendary and most-watched TED Talks of all-time – 51 million views!

- https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

Here is what you will be writing about:

- 1. Summary of Simon Sinek's TED Talk**
- 2. How does this video and his theories/ideas relate to marketing and business?**
- 3. What you learned, what you will take away, and/or how this changes your views of marketing or business**
 - You should have at least one paragraph for each one of these 3 things

As you can see, I am not going to get super specific with your requirements for this paper other than those three obligations because I want to give you some flexibility and freedom.

This assessment is due **Sunday, October 18th** in our Google Classroom. 100 points possible.

It can be double or single-spaced. If you quote an article, website, journal, etc., you must write the source the quote it in a References/Bibliography section at the end of the paper. Do not have quotes comprise more than 10% of your writing.

Pleeeeeeease write your own thoughts as I reeeeeeeeeally don't want to fail someone on an assessment for plagiarism. Also, it is very, very easy for me to Google what you wrote and see if you copied it from somewhere. Just don't do it.

Possible Points	10	15	20	25	Points Scored
Video/Talk Summary	Summary of Simon's TED Talk is incomplete with many details missing	Several components are missing from summary, and details of the event are somewhat unclear	Summary is complete, somewhat detailed, and gives an adequate understanding of the video	Summary is complete, detailed, and gives a clear understanding of the video	
Relation to Marketing	Tying the themes and ideas of Simon's TED Talk to marketing, advertising, branding, selling, the Four P's (product, price, place, promotion), etc. are not referenced at all or very minimally	Tying the themes and ideas of the talk to marketing, advertising, branding, selling, Four P's, etc. are not referenced at all or very minimally are referenced but may not clearly defined or explained	Tying the themes and ideas of the talk to marketing, advertising, branding, selling, Four P's, etc. are not referenced at all or very minimally are identified and somewhat explained	Tying the themes and ideas of the talk to marketing, advertising, branding, selling, Four P's, etc. are very clearly identified and thoroughly explained and detailed	
Personal Reflection	Personal thoughts, views, opinion, input, lessons learned, etc. on the topics is missing or very minimal	Personal thoughts, views, opinion, input, lessons learned, etc. on the topics is included but with minimal detail or effort	Personal thoughts, views, opinion, input, lessons learned, etc. on the topics is included and detailed	Personal thoughts, views, opinion, input, lessons learned, etc. on the topics is included in a well-thought, well-written, critical manner	
Word Count	250-500 words	500-750 words	750-1,000 words	At least 1,000 words	
TOTAL					