Assignment Topic: Tweens

Description

Book MKTG 331 ADE - CONSUMER BEHAVIOR   By Babin;Eric Harris Professional Paper 1 discusses Tweens (NOT Gen Z), Generation Y, and Generation X. You must determine the demographics of each group by birth years (or, for Tweens, age span) and basic information.  The 3pages does not include the citation.  The points for the paper will be broken down as follows: Demographic (inclusive years and basic info about each demographic): Each answer is worth 4 points; that is, 4 points for the demographic discussion of each identified group, for a total of 12 points. Attitude: 4 points for each demographic group, for a total of 12 points. Spending (how much does each group spend annually as a group): 4 points for each demographic group, for a total of 12 points. Product Development (what product or service does the student identify, and why): 4 points for each demographic, for a total of 12 points. Marketing: (what message should/is delivered to sell the product/service to the demo and what media should be used to deliver the message): 4 points for each demographic, for a total of 12 points. Citation: All sources must be cited in the text using the APA format. (6 points) References: All references must be cited at the end of the paper in a bibliography. (6 points) Writing: There are no spelling, punctuation, or other stylistic errors. (3 points) Opening and Conclusion: The opening and conclusion of the paper are concise and accurately preview and review the content in the body of the paper. (10 points) Presentation: The paper is presented as a professional paper in tone and presentation. (15 points)

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