Critical analysis on a case study for ONE of the following companies: Wal-Mart, Bank of America, Best Buy, Ford Motor. Provide a thorough analysis. Your analysis should, at a minimum include: Identify and describe the target audience by message and medium An evaluation of the various mediums including website, press and news releases, current ads, social media and any other communications. What is the message? Is there an action required? Does the communication and message meet the target audience? What recommendations would you offer to improve specific communications. If you think the communication and communication mediums are appropriate, explain in detail why. It is not enough to say the communication as is is ok. Explain how the elements above were combined to shape meaning. What recommendations would you make to improve the marketing writing based on reading and other research you conducted in the course? Based on what you learned in your case study analysis, what knowledge, skills, and concepts can you transfer to work and/or community activities? Your analysis must provide a detailed explanation. Support your comments with credible references and facts. Your response should follow APA format and be no less than 5 pages Please choose one business from the following list to analyze for your final project. ETrade www.etrade.com Wal-Mart www.walmart.com Bank of America www.bankofamerica.com Best Buy www.bestbuy.com Ford Motor www.ford.com