Marketing Mix. For your Course Project, you will be exploring contemporary issues in Marketing. The purpose of your Course Project is to demonstrate your understanding, comprehension, and mastery of the following concepts: 1. Identify and recognize Marketing issues in business. 2. Explain the role of values in Marketing and ethical decision making 3. Use Marketing terminology Throughout this semester you will be acquiring knowledge on Marketing topics, theories, as well as terminology. You will apply this new knowledge to your Course Project. First, you will identify a current Marketing topic. You can choose your topic from the options listed below, or you may choose a current topic that interests you. Once you have chosen your topic, you will then research and review ten (10) current readings/articles that are directly related to your topic from a credible source. Suggestions for sources are listed below. Every week, beginning with Week 2, it is suggested that you review one of your ten (10) articles and write a minimum of a 500-word synopsis for each article summarizing the reading and describing how you could apply this information in a practical, professional context. Again, you are encouraged to begin working on your project during Week 2. At the completion of the eleven weeks, you will have accumulated your ten (10) article summaries. You will then assemble your ten (10) completed written summaries, a cover page, a table of contents, and an APA formatted References page, including a link to each article, into one Microsoft Word document to submit