

## Marketing Internet Assignment – Marketing Yourself

Name: \_\_\_\_\_

### ANALYSIS OF AN ARTICLE ABOUT MARKETING YOURSELF

Due date: \_\_\_\_\_

You are responsible to read an article on the Internet and write an analysis of its content. The article must be **relevant** to marketing yourself. Here are some samples of topics: Interviewing skills, writing a perfect resume, how to get a job, marketing yourself, etc.

**Requirements: Analysis must be typed in 12-point font and double-spaced. This assignment sheet must be turned in with analysis.**

Use a search engine to find possible articles. You may NOT use Wikipedia.com. Find an article that sounds interesting!

### What to include in the write-up:

1. **Facts of Publication:** Name of author (if you can find it), date of publication, the web site where you found the article, and the title of the article.
2. **General Summary of Article:** What does the article say about marketing yourself? Do not use exact quotes, summarize. *Write a complete paragraph (5-7 sentences).*
3. **Critical Analysis of the Article:** Why did you choose this article? Was it interesting? Did it provide you with good tips on how to market yourself? What could have made this article better? *Write a complete paragraph (5-7 sentences).*
4. **Mechanics:** Grammatical and spelling errors will result in a reduction of points.
5. **Turn** in this sheet and the typed write-up.

### Article Analysis Points

Facts of Publication	1	
General Summary of Article	3	
Critical Analysis	3	
Mechanics	1	
This sheet	1	
Analysis typed	1	
<b>Total</b>	<b>10</b>	