**MARKETING 160 MARKETING WEEK ASSIGNMENT**

You are expected to attend some workshops and at least one of:

Lightening Talks

A Networking Event/Gathering Place Event

A seminar/workshop

As a result of your experience you are asked to write a “lessons learned” document complete with title page and separate reference list. You should use APA format for your inline citations and style guide.

The body of the paper should be two to four pages in length. You are to identify and describe lessons you learned from your experience. You should also connect these lessons with course theories from our textbook and in class discussions. Make sure to cite the theories that connect with your lessons learned. You should submit this document as a WORD.doc to [duane.weaver@viu.ca](mailto:duane.weaver@viu.ca) before 4:00 PM March 5th. Please put MARKETING WEEK ASSIGNMENT MARK 160 in the subject line.

Enjoy the sessions, they add great value to your in-class sessions.

This paper will be evaluated out of a total of 10 marks as a form of formative feedback, however, it will not be counted towards your final course grade.