
advanced marketing 2011/12

EXAM JAN / ESSAY (TAKE HOME)

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PLEASE DISCUSS

«what is „good“ marketing?»

***Bring your essay together with this form to your exam on JAN 13th.
No more than 800 words (excluding list of references) ! In English!
Cite every idea you used from a source!***

Name _____

Student Number _____

Your Program _____

Number of Words: _____

“I hereby certify that this essay was written by me alone. I provide citations for all direct quotations and paraphrases, for borrowed ideas, and for facts that do not belong to general knowledge”

date // your signature