

**Assignment: Student Essay #2**  
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**Course:** *MKT 100*  
**Title:** *Conceptual Foundations in American Enterprise* (3 units)

“Are you a student?”  
---the question asked of all customers by the employee cashiers at CSUN Sierra Center

“At each stage in the process, ask the question ‘why’ five times.”  
---Taiichi Ohno (1912-1990)

**Goal:**

I want you to reflect briefly on this course and articulate how you intend to design and develop your success in the subsequent semesters at California State University (CSU) Northridge. This assignment is straightforward.

At each annual commencement ceremony, CSUN President Jolene Koester makes the following pronouncement:

“By the power vested in me by the CSU Board of Trustees, I now grant to you the Bachelor’s of Science [Arts] with all of the rights and responsibilities thereto.”

**Deliverable:**

This essay is different from the first student essay you wrote at the beginning at class. That essay was reflective and introspective. This essay should be clear, detailed, and expository in nature. Basically, I want you to describe how you are going to succeed at CSU Northridge.

1. What does President Koester mean by “rights and responsibilities?”
2. What was your most interesting class this semester? Why was it so compelling?
3. What was your most significant strength this semester (in any class, not necessarily only MKT 100) and how do you intend to leverage it?
4. What was your most difficult challenge or problem this semester (in any class, not necessarily MKT 100) and how will you address it?
5. How might your personal or work life change, and how do anticipate dealing with such change?

6. What courses are you likely to enroll in for the Spring semester? Describe how you intend to prepare for them between now and then.

The fundamental language of the essay is drawn from the concepts and themes of this course, MKT 100. Although your words represent your own thoughts, you should base your arguments and discussion on the ideas from the textbook, memoir, supplemental readings, assignments, in-class and out-of-class activities, and classroom discussions. Draw analogies and link to relevant evidence to support each of your statements.

Think about it this way—assume you are going to graduate. How would you write the history of your success?

**Formatting:**

You must follow all of the requirements listed on the instructor's web page. See:

<http://ocw.smithw.org/2011fall/mkt100-18872/#writingmaterials>

Recall that I take off 10% off the content score for each type of error in language use.

**Length:**

The essay is to be no less than three full pages and no more than four full pages. This assignment is due on the date specified on the Course Outline.

**Late Penalty:**

Recall that all assignments are to be turned in at the immediate beginning of class. Any assignment turned in after that point will be considered late and are assessed a 50% point penalty. Assignments are only accepted after the due date in cases of an emergency and accompanied with a note from a doctor or a public safety official.

**Performance Measurement:**

The scoring rubric for this assignment is as follows:

12 - answered all six questions (2 points for each question)