

Assignment: Cultural
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Course: *MKT 100*
Title: *Conceptual Foundations in American Enterprise (3 units)*

“All children are artists. The problem is how to remain an artist once the child grows up.”
--Pablo Picasso (1881-1973)

“CSUN is the intellectual, cultural, and economic center of the San Fernando Valley and beyond.”
---CSUN President Jolene Koester

Goal:

The purpose of this assignment is to attend a cultural event and write about it.

Deliverable:

The requirements for this assignment are as follows:

1. You must attend the cultural event with one or two (but not more than two) other students from this class.
2. The cultural event should take place on-campus, but can be off-campus (with my prior approval).
3. The cultural event must have a formal program or other printed material.
4. The event cannot be an athletics event or sports-related activity.

Each student needs to turn in an individual essay. The essay must, at a minimum, 1), address why you selected this type of cultural event (including why it is something that you wouldn't typically attend), 2), describe the event for someone who didn't attend the event (emphasizing any intellectual, social, or societal values that you found particularly rewarding or redeeming), and 3), reflect (after one week's period of time) on what the event meant to you or how the event has changed your perspective in any way.

You must staple the program or printed material describing the event to your essay.

Length:

The essay is to be no less than one and one-half pages and no more than two full pages in length. This assignment is due on the date specified on the Course Outline.

Performance Measurement:

The scoring rubric for this assignment is as follows:

- 6 - answered all three questions (2 points for each question)