

**Assignment: Student Essay #1**  
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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 an issue germane to this class, and I want to capture a small writing sample from each of you. This assignment is straightforward.

**Deliverable:**

In this essay, I want you to reflect upon what makes you a student. Is it because you are enrolled? ...because you like learning? ...you want to get a better job? ...your parents are bugging you? Or? The score for this assignment does not depend on which reason best describes your student status, but rather on the elegant articulation of your reason. Clearly explain to me your reasoning for what makes you a student.

**Formatting:**

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

<http://ocw.smithw.org/2011fall/mkt100-18873/#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 one and one-half pages and no more than two 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:

3 - answered the question clearly and completely