MKT100 WEEK 4 DISCUSSION QUESTION

PRODUCTS GOODS AND SERVICES

Briefly describe two (2) products (goods or services) offered at a business you are familiar with. Next, identify two (2) major competitors and describe the two (2) products they offer that compete with yours.

Describe your unique selling proposition (USP). How is it superior to the two (2) competitors you identified above.

**At least two (2) substantial postings are required to earn full credit.**

**Everyone should use different products (good or services) in their first posting** **to earn full credit. Because there are thousands of products, there is no need to repeat products.**



MKT100 WEEK 4 ASSIGNMENT 1

**Positioning Statement and Motto**

Due Week 4 and worth 175 points

In this assignment, you will create a Positioning Statement and Motto for one (1) of the following brands: Alfa Romeo, Google, ***or*** Amazon.com.

Select only one (1) brand. Use the information listed, as well as your own research, to assess the brand by completing the provided template. At the end of the template, be sure to develop what you believe would be a new or better positioning statement and motto for the brand.

[Click here to download the required template.](https://blackboard.strayer.edu/bbcswebdav/institution/MKT/100/1158/Week4/MKT100_Assignment1_Template.docx)

Submit the completed template via the Assignment 1 submission link.

\*Remember to only select **one (1)** brand from the options below (click on Option A, Option B, or Option C to view each available brand).

* + Option A
  + Option B
  + Option C

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| --- |
| C:\Users\rac\Documents\Car.png  **Alfa Romeo**  **General Brand Marketing**  Reflected in the distinctive, fluid lines of an Alfa Romeo is the brand's long sporting tradition.  Every model is a finely-engineered balance of style, performance, comfort and safety. As a result of the continuous innovation in the use of light-weight materials and advanced engine technologies, Alfa Romeo cars are best-in-class in combining operating efficiency with a level of performance and handling that all add up to pure driving emotion. |

REL212 WEEK 4 DISCUSSION QUESTION

"Actionless Action (Daosim) and the Practice of Virtue (Confucianism)"  Please respond to the following:

* Identify and explain at least three aspects of wu wei (non-doing) that would be practical in the busy lives of city dwellers, especially those living in the West. Provide a rationale for your response.

REL212 WEEK 4 WORLD VIEW CHART ASSIGNMENT

* Attached Files:
  + [REL212WorldViewChart.alternateversion.docx](https://blackboard.strayer.edu/bbcswebdav/pid-21052313-dt-content-rid-120550617_4/xid-120550617_4) (109.1 KB) IT NEEDS TO BE ON THIS [File](https://blackboard.strayer.edu/bbcswebdav/pid-21052313-dt-content-rid-120550617_4/xid-120550617_4)ONE, PAL!!!!
  + [[File](https://blackboard.strayer.edu/bbcswebdav/pid-21052313-dt-content-rid-120550618_4/xid-120550618_4) REL212WorldViewChart.docx](https://blackboard.strayer.edu/bbcswebdav/pid-21052313-dt-content-rid-120550618_4/xid-120550618_4) (21.104 KB)

**Click the link above to submit your assignment.**

Students, please view the "Submit a Clickable Rubric Assignment" in the Student Center.  
Instructors, training on how to grade is within the Instructor Center.

**\*Be sure to download the attached World View Chart provided for these assignments.\***

**World View Chart Assignments**  
Due Weeks 2 through 10 and worth 35 points each week, with a total of 315 points.

A world view is a fundamental or basic orientation of thinking – like a mindset – which guides a culture and / or a person’s life. Like a point of view, it can be built of concepts, ideas, values, emotions, and ethics. Weltanschauung is the German word for this idea. Your goal for this course is to understand the world views of these various religions. In order to prepare you for your final assignment, you will outline the world views of various religions in the chart below, adding to it each week.

For this assignment, students will complete the weekly area of the chart, filling in the aspects of each religion as it is presented in the readings and resources. This chart, when complete, will be the starting point for the written assignment, due in Week 10.

For each weekly submission:

* 1. Review the weekly lectures and supplemental materials provided, then complete the chart by elaborating on each section related to the weekly content.
  2. Identify key details and examples from the weekly resources to serve as a basis for the content being recorded in your chart.
  3. Write clearly and coherently using correct grammar, punctuation, spelling, and mechanics.

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| **Religion** | **Cosmogony - Origin of the Universe** | **Nature of God** | **View of Human Nature** | **View of Good and Evil** | **View of “Salvation”** | **View of After Life** | **Practices and Rituals** | **Celebrations and Festivals** |
| **Week 2** **Hinduism and Jainism** |  |  |  |  |  |  |  |  |
| **Week 3** **Buddhism** |  |  |  |  |  |  |  |  |
| **Week 4** **Daoism and** **Confucianism** |  |  |  |  |  |  |  |  |
| **Week 5** **Shinto** |  |  |  |  |  |  |  |  |
| **Week 6** **Judaism** |  |  |  |  |  |  |  |  |
| **Week 7** **Christianity** |  |  |  |  |  |  |  |  |
| **Week 8** **Islam** |  |  |  |  |  |  |  |  |
| **Week 9** **Sikhism** |  |  |  |  |  |  |  |  |
| **Week 10** **New Religious Movements** |  |  |  |  |  |  |  |  |

The specific course learning outcomes associated with this assignment are:

* + Analyze what is meant by religion.
  + Analyze the similarities and differences in the primary beliefs held by major religious traditions and the cultures in which these religions evolved.
  + Describe the varieties of religious experience and practice in a wide range of cultures.
  + Recognize how daily life within various religions and current affairs are influenced by religion.
  + Use technology and information resources to research issues in religion.
  + Write clearly and concisely about world religions using proper writing mechanics.

[Click here](https://blackboard.strayer.edu/bbcswebdav/institution/REL/212/1148/Weekly%20World%20View%20Chart%20Assignments%20Grading%20Rubric.html) to view the grading rubric for this assignment.