Main Goals

- Focus your essay with a strong **thesis statement** that makes a claim about the effectiveness of your store’s layout and marketing strategies based on the ideas from the texts
- Give very detailed explanation of the store you have chosen to analyze (paint a picture of the store to the reader)
- Create **organized paragraphs** that focus on one main point and divide your argument into manageable chunks for your readers
- Effectively **summarize** Duhigg’s and Gladwell’s discussion of various marketing theories
- **Evaluate** the effectiveness of a specific retail store’s marketing by applying Duhigg’s and Gladwell’s discussion of various theories of marketing to your specific store
- **Evaluate** and use outside sources to **support your arguments** about your chosen store and how well it utilizes Duhigg’s and Gladwell’s theories

For this assignment, you will evaluate the effectiveness of a retail store’s layout and marketing strategies by using the ideas from Malcolm Gladwell’s article “The Science of Shopping” and Chapter 7 of The Power of Habit to compare what the experts suggest a retail store should do to the strategies actually used by the retail store you have chosen to see how effectively your chosen store markets its products to customers.

In other words, in your essay, you should discuss the various marketing strategies the store uses (or does not use) and evaluate how well (or how poorly, and maybe in some cases both) the store markets its products to customers based on how it uses these strategies.

You may ask yourself: does the store effectively use the strategies discussed by these authors, or would you recommend changes based on what you learned from Duhigg and Gladwell? Or, in some cases, does your store break Duhigg’s and Gladwell’s rules in an effective way? Use specific examples from both the texts and the store to support your evaluation.

Your essay should:
- include details, examples, and quotations from BOTH primary texts to help you develop your evaluation of the store
- include specific details and examples from your store to support your evaluation
- talk about complexities – for example, you might think one aspect of the store uses effective marketing techniques while another aspect might not
- use your critical voice to explain WHY you’ve reached your conclusions about the store
- use your outside sources to support your claims and arguments
- clear thesis statement
- relatively free of grammar and sentence structure issues
- Works Cited page
- Properly formatted in MLA style

Requirements to be eligible for an A or B:
- 6-8 pages
- 3 outside sources (one must be from an academic database)

Requirements to be eligible for a C:
- 4 ½ - almost 6 pages
- 2 outside sources

*If your essay is less than 4 ½ pages and/or does not include at least 2 outside sources, it will not receive a passing grade.
You should write your essay for people who are NOT in this class and are not familiar with Duhigg’s book or Gladwell’s article. This means you need to summarize key ideas, define any terms that might be unfamiliar, and choose short quotations from the readings to help your reader get a sense of what the authors are talking about.

This includes:

- Any ideas you apply from Gladwell’s article, such as the Invariant Right, the butt-brush theory, petting, the Decompression Zone, the Market Maven, the shopping gender gap, destination items, point of view, or the new humility in shopping theory
- Any ideas you apply from Duhigg’s chapter, such as Guest ID, targeting specific customers, sandwicthing, habit loop in shopping (cue, routine, reward), and emotional connections to customers

Keep in mind a few ideas as you choose a store to evaluate. The store you choose should be one that is located nearby, so you can visit it a few times to study its layout and marketing strategies. It would also be helpful if you’re familiar with the types of products offered at the store and the store’s intended customers. When you visit the store, observe and record specific examples that relate to the concepts discussed in Duhigg’s and Gladwell’s texts.