

## Individual Assignment

In addition to your two team-based case write-ups, each person must hand in an individual assignment that answers the following question:

"What are the three most important lessons that you learned about marketing in this course that will help you as a manager?"

This assignment should be no more than one-two pages in length and should briefly summarize each of the three lessons.

You will receive credit simply for handing in this assignment. This assignment will not be individually graded or returned, however, answers will be used to help determine final grades for students close to the letter cutoffs.