

“MARKETING VS. ADVERTISING VS. SELLING”

SNAPSHOT + REWRITE

PURPOSE

This assignment checks whether you can effectively distinguish between marketing, advertising, and selling, and subsequently improve a weak message into a clear, value-focused proposition.

***Module Reference:** Please review module1reading before beginning this assignment.*

ASSIGNMENT REQUIREMENTS

For this assignment, you must choose **one of the advertisements listed below** for analysis, or a real promotional example you have encountered recently (e.g., a poster, email, Instagram post, or campus announcement). Once selected, perform the following analysis and creative rewrite:

Analysis Steps

- **Select an Example:** Choose ONE promotional piece from above (or find your own recent example).
- **Identify Advertising:** Explicitly point out what part of the example constitutes advertising (the paid or promotional message).
- **Identify Selling:** Explicitly point out what part constitutes selling (direct persuasion techniques or the specific Call to Action).
- **Identify Marketing Decisions:** Analyze and identify the broader marketing system decisions that must be behind the promotion (consider the 4 Ps: Offer/Product, Pricing strategy, Placement/Distribution, and Customer Experience).
- **Rewrite the Message:** Draft a new version of the message that transforms it into a stronger value proposition with a clear Call to Action (CTA).
- **Customer-Oriented Improvement:** Add one specific improvement focused on the customer that either reduces their cost (monetary, time, or effort) or increases their benefit.

LENGTH REQUIREMENT

Your submission must be a **minimum of 400 words** excluding the text of the original example.

SUBMISSION DEADLINE

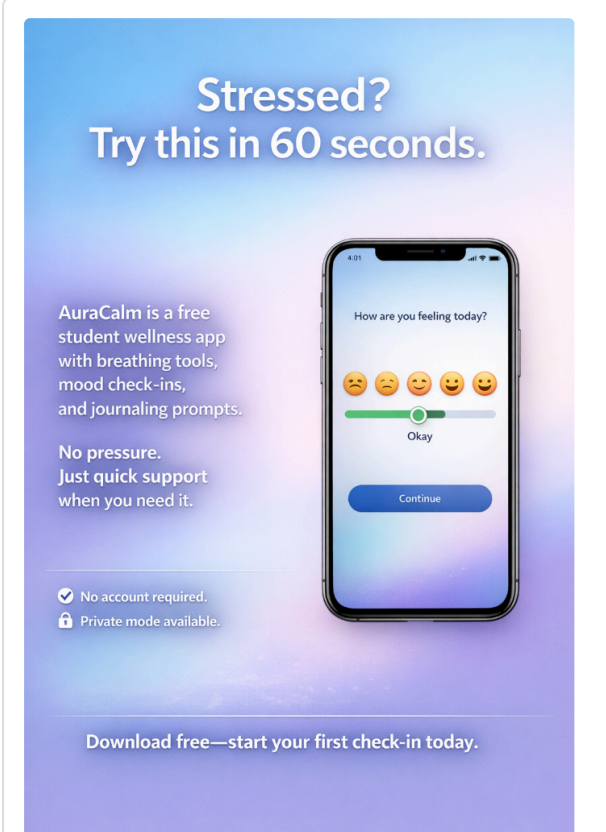
Submit through Portal

GRADING RUBRIC (25 POINTS)

Criteria	Points
Correct Distinctions Accurately identifying Marketing vs. Advertising vs. Selling.	10 pts
Improved Message Creation of a stronger Value Proposition + Clear CTA.	8 pts
Customer-Oriented Improvement Proposed change is clearly tied to customer value (cost reduction or benefit increase).	5 pts
Clarity & Mechanics Professional writing style, grammar, and organization.	2 pts

Available Example Advertisements

Choose ONE of the following promotional examples for your analysis:



Stressed?
Try this in 60 seconds.


AuraCalm is a free student wellness app with breathing tools, mood check-ins, and journaling prompts.

No pressure.
Just quick support when you need it.

- ✓ No account required.
- 🔒 Private mode available.

Download free—start your first check-in today.

Example 1: AuraCalm Student Wellness App



Exam week is coming—don't do it alone.

Feeling stuck? The Tutoring Center can help you get **unstuck** fast.

Quick, judgment-free help—**book in 2 minutes.**

Math, Writing, Biology, and Business courses available.

Book in 2 minutes


Book a session now ▶

Same-day appointments available.


Scan to book

Example 2: Tutoring Center - Exam Week

\$2 Lattes
Today ONLY!



Swing by the Campus Coffee Cart
 outside the library.
Open 8~2. Bring a friend.

 **Library Plaza**

Show this poster for the deal.

limited supply

Example 5: Campus Coffee Cart - \$2 Lattes

Stop Waiting for Shipping.
 Textbooks in your hands TODAY.

 **Shipping Delay**
 Delivery Delayed

 **Picked Up in 2 Hours**



 **Price Match Guarantee**

 **2-Hour Pickup**

 **Free Returns 7 Days**

Scan to check your book list + reserve.



Example 4: Campus Bookstore