**Peer Review Basics:**

1. Determine if the student provided and described a valid marketing strategy
2. Discuss the feasibility of the marketing strategy
3. Provide a recommendation or suggestion for the proposed strategy

This should be in APA format.  This exercise is designed to help students truly understand the marketing strategy.  This paper should be 2 – 3 pages in length.

Avoid using 1st person style writing – especially since this is a scholarly paper.  Instead or using I, substitute with this author or avoid using a specific reference.  For instance, Starbucks coffee tastes great; instead of “I think Starbucks coffee is great.”

**REQUIREMENTS**

1. Provide an introduction and conclusion discussing the analysis of your peer’s marketing strategy.
2. Provide 3 credible sources