



So, you think
you know
Marketing?

Please download your registration form at www.pearsoned.ca/solomon

Prove your skills in a
Marketing plan contest
sponsored by Pearson Education Canada.

\$500 Cash Prize



Summary of Contest Rules

• Must be an original marketing plan written by an undergraduate student or group of students. • 15 page maximum • Marketing plan must be based on a real company with real data. • The company chosen must provide written consent to allow publication of the marketing plan. (Students are responsible for obtaining this.) • The marketing plan must follow the structure of the marketing plan outlined in Solomon/Stuart/Smith/Sirsi, *Marketing: Real People, Real Decisions*, 2nd Canadian Edition. • Any submission becomes the property of Pearson Education Canada. • Brock Smith and Ajay Sirsi (Canadian textbook authors) will select the winning marketing plan. • The winning marketing plan may be published in the 3rd Canadian Edition of *Marketing: Real People, Real Decisions*. • Honourable mentions may be posted on the textbook website. • Deadline is February 1, 2007. We will not accept marketing plans postmarked later than February 1, 2007. • Mail your registration form and marketing plan to Laura Forbes, Acquisitions Editor, Pearson Education Canada, 26 Prince Andrew Place, Don Mills, ON, M3C 2T8. • For full contest rules please visit www.pearsoned.ca/solomon.

