

BUSN1006 Marketing: The Consumer Focus

Article Analysis

Name of author(s)	
Full title of article	
Full title of journal	
Year published	Month
Volume Number	Issue Number

1. The main purpose of this article is:
2. The key question that the author is addressing is:
3. The most important information in this article is:
4. The main inferences/conclusions in this article are:
5. The main concept/idea(s) we need to be familiar with in order to understand this article is (are):

What the author means by this/these concept(s) is:

6. The main assumption(s) underlying the author's thinking is (are):
7. The main implication(s) of this line of reasoning is (are):
8. The main point(s) of view presented in this article is (are):