

## **Marketing Applications Summer Reading & Writing Project**

Book: ***First Impression: How to Speak So People Listen*** by Praveena Mahendran

Students are required to read the book *First Impression: How to Speak So People Listen* over the summer and complete a handwritten chapter analysis project. The book can be purchased on Amazon for approximately \$10.

### **Project Timeline**

Here is a plan for time management this summer. Students should pace themselves, and complete chapters gradually throughout the summer rather than waiting until the final week. Here is an estimate of how long it should take reading 2 chapters per week regular time students, and 1 chapter per week extended time students.

**Standard Summer Assignment** - Students should complete the project over 4 weeks.

**Extended Time Accommodation** - Students who receive extended time accommodations will complete the project over 8 weeks.

The project needs to be turned in on the first day of school. We will discuss the book the first week back and take a test on it at the beginning of week 2. The grades for this and the test will account for 15% of your Q1 grade.

### **Assignment Requirements**

For each chapter, students must write a one-page handwritten response answering the questions attached.

### **Writing Expectations**

- All responses must be handwritten (unless otherwise noted on your 504 and IEP accommodations).
- Students should write in complete sentences using proper grammar and spelling.
- Each response should demonstrate thoughtful analysis and reflection.
- Students are encouraged to include specific details and examples from the chapter.

### **Academic Integrity**

Students must complete all work independently.

- Students may not use AI tools (ChatGPT, Google Gemini, etc.) to generate answers.
- Students may not copy from another student, the internet, or online summaries.
- All responses must reflect the student's own thinking and understanding of the book.

Name: \_\_\_\_\_

Chapter: \_\_\_\_\_

1. **What is the main lesson or idea of this chapter?** *Explain the author's message in your own words and summarize the key points.*

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2. **What examples, stories, or evidence does the author use to support the chapter's message?** Discuss specific examples from the chapter and explain why they were convincing (or not convincing).

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3. **How can you apply the ideas from this chapter to real life?** *Describe a personal experience, observation, or future situation where the chapter's advice or concepts could influence your behavior, decisions, or relationships.*

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