

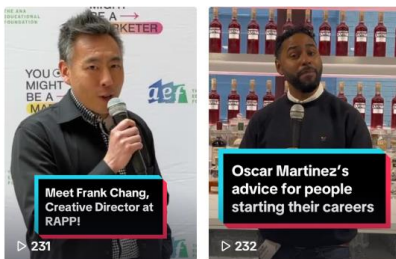
You Might be a Marketer Homework Assignment

Instructions

Please go to the ANA Educational Foundation page (@aeforg) on TikTok. There is a lot of student, industry, and professional content on the page. For this homework exercise, please identify the industry professionals that can be found:

- Scroll through the videos on the profile page
- Look for videos with a black text boxes and blue/red borders. These are the “You Might Be a Marketer” interviews. They will also include #mightbeamarketer in the description.

Examples are listed below:



- Click on the video to watch that full portion of the interview

Homework Questions

- 1) Which three marketers resonated with you the most?
- 2) Why did you identify with them?
- 3) What did you learn about marketing and advertising from them?
- 4) What was surprising?
- 5) What would you like to see in the future on this page?