

Informative/Explanatory Example Essays

Grades 11-12

Essay scores are produced for the following grade ranges: 3-4, 5-6, 7-8, 9-10, and 11-12. Thus an eleventh grade essay is compared to models for both eleventh and twelfth grades.

Prompt for Essays 1-4: Write an essay about a place that is special to you. Describe this place with vivid language and detail so that the reader is able to visualize it and your experience there.

Informative/Explanatory Essay 1: Summer in the Rockies

I loved to camp in Colorado with my family. We went every summer. I remember the Big Thompson river running down over the rocks and between the mountains. When we saw the river, we knew we were almost there. There were fishermen along the river with fishing rods I would try to look out the window to see the tops of the mountains.

We'd set up the tent, and put all our sleeping bags, and clothes in the tent, and then my mom would get busy setting up the food and the camp stove and and cooler. Once a bear tipped it over and ate stuff out of it. My dad would build a fire, and my brothers and I would go check out the rest of the camp, the store, and the restrooms, and see if there was a playground, or place to swim.

We were always getting hungry and my mom would get impatient with us, and tell us to go do something, until it was ready. I would set the wooden picnic table, because, that way, I could sneak some food! Then we'd always have hamburgers, and fresh tomatoes, and corn on the cob. It was so good. Then we'd sit around the fire, and make somores and talk. We'd get tired early, and besides, there wasn't any light except for the fire and the lantern, so we'd go to bed. It was fun.

Annotation: This essay lacks style and development. At this level writers need to use a plethora of examples and details to support their ideas. The reader should be able to visualize what is being described. Use of an engaging style, higher level vocabulary, figurative language and sensory description would also improve this essay.

Informative/Explanatory Essay 2: Summer in the Rockies

I used to love going camping in Colorado with my family. We went every summer after visiting my relatives. I remember the Big Thompson river rushing down over the rocks and between the mountains. As soon as we saw the river, we knew we were almost there. There were always fishermen along the river with their hip waders and rods with reels. It was really pretty cold in the Rockies during the summer, so people had to wear jackets during the day and especially at night. I would try to look out the window to see the tops of the mountains

We'd set up the tent, and put all our sleeping bags, and clothes in the tent, and then my mom would get busy setting up her kitchen. We had a camp stove and a big cooler. Once a bear tipped it over and ate stuff out of it. My dad would look for wood to build a fire later, and my brothers and I would go check out the rest of the camp, the store, and the restrooms, and see if there was a playground, or place to swim.

There was something about being in the mountains that made us all so hungry, and we could hardly wait to eat. My mom would get impatient with us, and tell us to go do something, until it was ready. I would set the wooden picnic table, because, that way, I could sneak some food! Then we'd always have hamburgers, and fresh tomatoes, and corn on the cob. It was so good. Then we'd sit around the fire, and make somores and talk. We'd get tired early, and besides, there wasn't any light except for the fire and the lantern, so we'd go to bed, and in the morning, I was always cold and clammy, and always woke up hearing the tent door zip up and down. Then it was time for breakfast and a new adventure!

Annotation: This essay is somewhat of an improvement over the previous one with the addition of a few more detail. However, the essay still seems to be a group of memories strung together. Each one should be fully developed with imagery so that the reader experiences the events and understands the importance of this place.

Informative/Explanatory Essay 3: Summer in the Rockies

Some of my favorite memories are of vacationing with my family in the Rocky Mountains. We would spend a few days with my grandparents and then go on to the mountains. We'd drive down Big Thompson Canyon Road. The road followed the Big Thompson River for miles, with breath-taking scenery. In the summer, the river rushed down through the sides of the canyon over huge boulders. Even with the beauty of the scenery, my brothers and sister and I kept asking, "Are we there yet?"

There were always fishermen wearing heavy flannel shirts and hip waders, and they kept casting their lines for the trout living in the river. We couldn't wait to fish, too. There were also small cabins and camp sites between the mountain and the river. The river was so noisy, rushing over the rocks. We'd look up to see the tops of the mountains, and my little brother always said, "Look! It's marshmallow sauce on chocolate ice cream!"

We would look for the perfect campsite, near restrooms and off the main road, and a flat place for the tent. Then we set up the green tent. The center pole was tall enough for my parents to stand almost up in the very middle, at the edges we had to bend over. There were six of us, so it was crowded. We all had jobs to do: pounding in the stakes, rolling out the sleeping bags, cleaning

out the cooler, or hanging a clothesline. My mom would start to design her camp kitchen. Then my sister and brothers and I explored - checking out the restrooms, and then the camp store, to make sure there were plenty of marshmallows and Hershey bars.

By the time we were back, my mom had started supper on the camp stove. We milled around her, getting in her way, trying to sneak some food before it was ready. Why does mountain air create such hunger? Nothing has ever tasted better than those first camp meals of hamburgers, tomatoes, and corn on the cob. For some reason, none of us minded washing dishes when we camped. It was so much better than doing it at home. Then as it got colder, we put on sweatshirts and jeans and then sat around the fire. Insects swarmed around the lantern and the lantern itself made a hissing noise. We sat on rocks or camp stools around the fire, talking quietly and telling stories. One side of me was always cold and the other hot, as it faced the fire.

Nights were short in the Rockies, and we were sleepy early. Campsites around us got quiet and we snuggled down into our sleeping bags. That sleeping bag felt so good! In the morning, I'd wake up when I heard my dad slide up the tent zipper as he was going out to start the fire. I tried to stay in my warm cocoon until I smelled breakfast and knew that the fire was going strong. The air would be cold and damp, so I'd put my clothes on while I was still in the sleeping bag. Then I'd slowly pull myself up and out to see what new adventure awaited.

I remember those Colorado days so well, and sometimes, certain smells remind me of them. I think about the pine needles and the fresh tomatoes and the frying fish. Then I seem to be back in those days in Colorado again.

Annotation: This essay is more engaging due to the addition of specific details (“Are we there yet?” and “pounding the stakes, rolling out the sleeping bags, cleaning out the cooler, or hanging a clothesline”). The conclusion brings a sense of closure to the essay.

Informative/Explanatory Essay 4: Summer in the Rockies

Some of my favorite memories are of vacationing with my family in the Rocky Mountains. First we’d spend a few days with my grandparents, aunts, uncles and cousins, in the Fort Morgan, where my mom grew up, and then go on to the mountains. We’d head west on Highway 34, known as Big Thompson Canyon Road. The road hugged the winding Big Thompson River for thirty-four miles, with breath-taking scenery. In the summer, the river rushed down through the steep sides of the canyon over huge boulders, its icy mist rising along the canyon walls. Even with the beauty of the scenery, my brothers, sister and I took turns leaning up to the front seat demanding, “Are we there yet?” and, “How much longer?”

Fisherman stood along and in the river between rock formations, wearing heavy flannel shirts and hip-high waders, casting their lines for the trout so plentiful in the river, and our mouths would water, knowing we would soon be eating our own fresh catch. Here and there were fishing lodges, small cabins, and camp sites, wedged between mountain and river. We could hear the river crashing over the rocks and smell the Ponderosa pines, made more pungent in the crisp, exhilarating air. When we craned our necks, we could glimpse snow covering the tops of the mountains, and my younger brother would exclaim in rapt admiration, “Look! It’s marshmallow sauce on chocolate ice cream!”

We spent some time selecting the perfect campsite, near restrooms but not on the direct path to them, off the main road, with a good-sized horizontal foundation for the tent. As soon as we parked in a campsite, we piled out onto the soft caramel-colored pine needles that covered the ground. We’d begin unloading the car and then setting up the green canvas tent that carried a slight scent of used oil. The center pole made it possible for my parents to stand almost upright in the very middle, but elsewhere we all had to crouch. There were six of us, so there was a lot of togetherness! We all had specific jobs to do: pounding in the stakes; dumping out the cooler’s melted ice; hanging a clothesline. My mom commandeered the picnic table, and began to design her camp kitchen. Then my sister and brothers and I explored – first the restrooms, checking for hot showers and mirrors, important amenities when camping – and then the camp store, to ascertain the availability of marshmallows and Hershey bars.

By the time we were back, my mom had started supper on the Coleman four-burner stove. We buzzed around her, getting in her way, trying to sneak a morsel here and there, until she swatted our hands away, ordering us in desperation to “Go away! I’ll call you when it’s ready!” Why does mountain air create such hunger? Nothing has ever tasted better than our traditional first-night meal of cubed steak, fresh tomatoes, and corn on the cob. We ate on metal camp plates and drank our milk from the matching tin cups, and then washed them in the pot of hot water heating on the stove. For some reason, none of us minded washing dishes when we camped. Why was it so much better than doing the same thing at home? Then, in the chilly evening air, we pulled out sweatshirts and jeans, then settled around the fire. June bugs, mosquitoes, and moths swarmed around the white, eerie glow of the Coleman lantern, adding their frantic thrumming to the soft whisper of the lantern’s “Hiss . . . hiss.” We sat on folding camp stools in the dirt around the fire, talking quietly, playing games, telling stories, counting stars. We roasted our backsides, and then froze them as we turned to warm our hands and faces.

Nights were short in the Rockies; the elevation, crisp air, and quiet made us sleepy early. We trekked for the last time to the restrooms, where parties of insects had found the bare yellow light bulbs suspended from the exposed pine beams of the roof. Campsites around us were hushed as we stumbled back to our tent, flashlights bobbing like lightning bugs in the dark. We snuggled down into our sleeping bags, wallowing on air mattresses that still held air and kept us from the stabs of stones and sticks under us. We knew that when

morning came, there was a better than even chance that the mattresses would be airless and we'd feel every pine needle and rock the length of our bodies, but for now, we were cocooned in comfort. In the morning, I'd waken to the tent zipper's whine as it slide up, the rustle of the tent's nylon flap, and then the zipper's downward whine. I tried to stay in my warm cocoon until I smelled breakfast and knew that the fire was going strong. The air would be cold and damp, making my clothes clammy. I'd pull my clothes on while still in the sleeping bag, and then slowly peel back the bag to poke my feet out one at a time to put on shoes, slide on my sweatshirt, and head toward the day.

Those wonderful days in Colorado pop into my mind whenever I smell warm pine needles or feel the crisp, cool air of the South's autumn on my face. It happens when I taste a particularly sweet tomato, or smell fish frying, or bite into corn on the cob. When I see the camping equipment or marshmallows and graham crackers stacked together or see the camping equipment appear in stores, I'm there again, reliving those halcyon days of August in the Rockies.

Annotation: Notice the use of figurative language, such as comparing the mountains to an ice cream cone, "we buzzed around her," and the imagery in "June bugs, mosquitoes, and moths swarmed around the white, eerie glow of the Coleman lantern, adding their frantic thrumming to the soft whisper of the lantern's 'Hiss . . . hiss.'"

Prompt for Essays 5: What is the importance of a life philosophy?

Informative/Explanatory Essay 5: A Life Philosophy

We live in a society where the most miniscule problem in reality seems as if it's massively detrimental in our eyes. The very moment I log onto social networking sites, such as Facebook or Twitter, there's always that consecutive list of people dreading their lives and figuring that it'll turn around if they complain. Nonetheless, I definitely have seen people who do have hardships; however, those are the people who aren't always complaining because they understand that the outcome depends on their reaction. And the biggest distinguisher I have seen is that those who do complain versus those who don't are people who have a set of strong beliefs versus those who don't. Without a doubt, I believe that if one wishes to live a sustainable and fulfilled life, they should develop a life philosophy.

A life philosophy helps us as humans follow a path of morality. Morality is of utmost importance because it is the fundamental basis of how we make decisions, that can ultimately affect the lives of not only our own, but of others. Lately, the atmosphere of crime has increased, and society fails to realize that it is people who are responsible for these actions. Whether it's guns or knives, "it's not guns that kill people, it's people that kill people." Those who do have a life philosophy, also have a moral philosophy. One that allows them to contemplate whether their actions can aid others, or affect them negatively. Being moral is characteristic that all humans should have because it allows them to implement a positive lifestyle. Having a life philosophy can help make the world a better place. The horrors of the world can be an attribution of people having a lack of morality. If philosophy becomes widespread, then our entire culture will be improved along with the behaviors of individuals. Life philosophy not only helps us be moral, but also helps us be reasonable about life. I'm positive that we've all come to realize the fact that life isn't always fair. Learning to be reasonable is of significance because in life we all have to make choices and accomplish goals. Being reasonable allows an individual to make good choices, accomplish our goals, live a better life, and become better people. I believe that one won't prosper in life if they are blind to reality, and having a life philosophy allows you to view life within an open mind. There are many mistakes people make as no one is perfect, however some mistakes roadblock their ability to be reasonable about life. Some people decide to take out their angst in a wrong manner, such as committing crimes, complaining over social networking sites, or even self-harm. However, having a life philosophy allows one to be at a state of equality and handle situations in a better manner.

There isn't a doubt that people who do have a life philosophy versus those who don't live a better life. This is where religion is helpful to many people. All major religions have strong moral codes about how we should behave and our motivation for behavior. These include serving your fellow man, loving one another, caring for one another, not stealing, and honoring your parents. These religious codes provide the framework for living a successful life. They also teach that with behavior one must be responsible for the outcome of the behavior and its affect on other people and other situations. Some might argue that everyone has their own individual perspective of what a good life is and thus a life philosophy cannot implement a better life for everyone. However, those who lie with a philosophy tend to be happier and successful in life.

A new perspective that I can offer about my point is that live philosophies satisfy our sense of being human in an ethical realism way. WE as humans want to know more about lie and what there is to existence, how we can live our lives to the fullest and make them meaningful. Having a life philosophy can help us achieve that.

Annotation: This essay is written in a sophisticated style with evenly-developed points explaining the importance of a life philosophy.

Prompt for Essays 6: *Many communities have pollution problems with their air or water. Can you think of solutions to the problem of pollution in your community? Write an essay describing how pollution affects your community and what can be done about it. Use concrete details and examples from the article as well as your own knowledge and experience to support your ideas.**

Informative/Explanatory Essay 6: Pollution: Ugh!

Over 100 million people are affected by pollution worldwide ("11 Facts About Air Pollution"). In fact, water pollution is the sole reason 5000 people get sick and die everyday ("11 Facts About Air Pollution"). As you might understand, there are many ways that our Earth can succumb to contamination, whether it is through the soil, or through water. The difference is that some affect the populations upfront and with swiftness, while others sluggishly strike down nature with leisure. One such factor is air pollution, a leading reason for global warming and a catastrophic foe. A person might say that global warming does not relate to humans, however, that is not the case. The burning of fossil fuels, which are materials like coal and petroleum, releases unimaginable amounts of sulfur dioxide (SO₂), carbon dioxide (CO₂), and other harmful chemicals into our precious atmosphere. With these elements wandering about the globe, the natural heat levels have risen, leading to severe droughts.

These chemicals also melt ice in the north and south poles, killing innocent animals that depend on the frozen water to survive. With the melting ice, water levels are rising and have already swallowed whole islands in their wake. Another issue with air pollution is that it can lead to atmospheric disasters such as smog and thick hazes. Smog is a mixture of fog and smoke that descends into the midst of cities without warning. This dark force is extremely dangerous, especially for the sick, elderly, and young. Diseases that affect a human lung's lifestyle are able to be inherited, such asthma, emphysema, and chronic bronchitis. As the 'infectious' smoke spreads, it leaves behind widespread panic and death. An example of smog's severity was during the 1950's in London, England when two major episodes of 'killer fogs', claimed the lives of 6000 people (Stapleton 31). If ranges of death on a scale that large continue, imagine how much destruction can follow. In order to prevent this from happening, the human race has to do something, and it can start out simple. Air pollution can be minimized by using zero-emission vehicles and applying cleaner fuels that do not radiate harmful elements, especially sulfur.

Even though pollution may not seep away with silence, those measures can be taken to prevent it from rampaging throughout our world. By using vehicles that do not burn fuel to produce kinetic energy, tailpipe emissions can be reduced extensively. If we can utilize the revolutionary ideals of automobiles like electric and fuel-cell cars, and introduce their true effect onto the populations, the intense matter of pollution can be known. To get the word out and about, more commercials and ads can be released, ones which discourage the use of normal vehicles and explain the reason behind their voice. Car companies can be motivated to increase their production of eco-friendly automobiles and hopefully agree to simmer down the expensive price tags of modern day electric vehicles. Fuel-cell technology is a humongous advance in the transportation industry and places a huge step forward in terms of the word 'eco-friendly'.

Fuel-cell vehicles use electricity that is generated by the reactions of hydrogen and oxygen, with the only byproduct being harmless water (Stapleton 276). With these futuristic vehicles, harmful pollutants will not be emitted into the atmosphere, diminishing the power of air pollution. As Stapleton explains, "These stationary sources, however, are easier to control and can ultimately be converted to use wind, solar, and other renewable energy sources to come as close as possible to true zero-emission vehicles," (276). What Friedman is trying to convey in his statement is that even though hydrogen and electricity have to be made somewhere else that releases emissions, these sources are easier to control. With normal vehicles, the tailpipe emissions are hard to regulate, thus making it harder for anti-pollution technology to keep them clean.

In the long run, using eco-friendly vehicles will definitely reduce the issue of air pollution, but it is important to realize that there are many other ways to derive our Earth of contamination. The Coalition for Clean Air Organization say that polluted metropolitan areas like Los Angeles can reduce a person's life expectancy by 2 to 3 years (1). "Air pollution is usually worse in crowded areas during warm, sunny, calm weather," (Parker 11). Normally it would be hard for pollution in major cities to go down quickly, even if people become extremely eco-friendly and do all they can to help. So what can be done so that the harmful elements will not be as dangerous? Cleaner fuels are one of the answers to this puzzle. As stated before, modern control technology have hard times keeping vehicles clean, and the reason is because the fuel we use do not allow easy access. Gas and diesel are primary fuels found at your local gas station and are perfect examples of dirty fuel. If these conventional fuels are not used and alternatives are brought in, like natural gas, methanol, and ethanol, the emissions would not have a pondering effect on the environment. The carbon content found within these alternatives are less than your usual gas, and relatively speaking, it means that carbon dioxide will be reduced (Friedman 276). With organizations and governments helping out, the word of better gases can be spread and implemented into a plan. Even though gas and diesel are not good components, they can also become better if we cut down the harmful elements that are inside. Friedman states that "Removing sulfur from the fuel and cutting down on the amount of light hydrocarbons helps pollution control technology to work better..." (276). Friedman magnifies on the destructiveness of sulfur and light hydrocarbons in his quote, and it shows how it is another reason why control technology is restricted from working properly. This is why fossil fuel combustion (ex. coal) is an unruly way of producing energy. The sulfur dioxide emissions accumulated from doing this irritates a human's upper respiratory tract and can become a serious condition (Friedman 36). If the fuel we burn is cleaner and not nasty, the smoke's effect would not be as dire.

Given these points on air pollution, one can only hope that you understand the majority of the problem and how it can transform our environment into a wasteland. At the present time, we should work on using zero-emission vehicles and cleaner fuels as a way to decrease the condition of air pollution. Integral ideas like fuel-cell technology, and in the near future, solar powered cars, can majorly affect the outcome of Earth. Although these solutions are only a part of what can be accomplished, they are the first step to controlling our environment of controversial problems like pollution. With the help of humans globally and the conversion of ideas, the world can be a healthier and safer place for all.

Annotation: This writer has effectively used text evidence to support the main points of the writer's essay. The development is even, and both the organization and the information are clear.

**The Modern Language Association style for formatting and citations was used for this essay. The resources below were not included in the drafts submitted for scoring.*

Works Cited

“11 Facts About Air Pollution.” Dosomething.org. 2014. Web. 25 Feb 2014.
Friedman, David. “Vehicular Pollution.” Pollution Issues 2014. Web. 25 Feb 2014.
Parker, Russ. Pollution Crisis. New York: The Rosen Publishing Group, 2009. Print.

Prompt for Essays 7: Buzz marketing is a controversial form of marketing. Some companies have seen success; others have seen their buzz marketing efforts turn into a public relations nightmare. Explain buzz marketing, the reason(s) it is controversial, and its use as a marketing strategy.*

Informative/Explanatory Essay 7: Buzz Marketing

Buzz marketing can be an efficacious form of marketing if done correctly and ethically. Buzz marketing is a strategy using social networking to create excitement for a service or product, thus using the public to do the marketing through word of mouth. Much like the game of Telephone, in buzz marketing, one person tells another, who tells another, and thus word spreads. Of course, one person does not just tell another. That first person takes to the internet and social media to tell hundreds of people at once, who all tell hundreds more, and with little to no investment, the “buzz” is spread at the speed of light. Scott (2014) calls this “word-of-mouth” marketing. Companies who have effectively used buzz marketing include Hasbro, Proctor and Gamble, and Ford Motor Company, Nike, and Red Bull (Khermouch & Green, 2001; Mourdoukoutas, 2012).

However, companies that engage in buzz marketing walk a fine line between above-the-board marketing tactics and unethical bending of the truth. The examples in our text concerned me because they all included some form of deception. Lee Apparel built web sites that gave the impression that fans were actually behind them. Staged races were filmed to make the Dodge Ram appear superior to other vehicles. In still another example, representatives of RCA posed as fans to give great reviews of Christina Aguilera. (Solomon, 2008, p. 296).

Universal Orlando Resorts provides a perfect example of buzz marketing done appropriately. In 2007, the company announced that it would open The Wizarding World of Harry Potter theme park. Instead of a dazzling promotional campaign, Cindy Gordon, vice president of new media and marketing partnerships, invited seven of the preeminent Harry Potter bloggers to a midnight webcast, promising a significant announcement. After the bloggers watched the webcast, they promptly blogged about it, and from there, the news spread rapidly. Within 24 hours of the midnight announcement, 350 million people had been exposed to the news that Orlando was opening a Harry Potter theme park (Scott, 2014.)

Gordon’s team hand-selected seven ardent members of the most popular Harry Potter fan sites, with input from both Warner Brothers and Harry Potter author J. P. Rowling. The simple, four-minute webcast secretly broadcast at midnight, featured Scott Trowbridge, vice president of Universal Creative, and Stuart Craig, production designer for all of the Harry Potter films. In the live webcast from “Dumbledore’s Office,” Craig explained how the theme park came together through the ingenuity of his team of twenty designers (Scott, 2014). No flashy special effects or budget-breaking expenses were utilized in the webcast. It’s exclusive, passionate audience was thrilled to disseminate the message through their blogs. Disney simultaneously set up an informational website for bloggers and media to learn more about the theme park. Not only did this strategy save millions of dollars, but dispensing the information through social media put the focus of the campaign on the fans, an undisputed method for establishing loyalty. Gordon “told just seven people, and the power of word-of-mouth led to 350 million people hearing the news” (Scott, 2014).

Universal then went on a public relations and marketing blitz, opening the theme park in June 2010. But the original buzz marketing campaign proved extremely effective at scoring initial attention for the theme park and was a great way to ration the money spent on the campaign, especially since it took place so long before the opening. Above all, Universal was never deceptive about its role in the campaign. The buzz itself was created genuinely by bloggers and fans, and Universal clearly indicates that the participants in the video are employees.

Another example of successful and ethical buzz marketing is Hasbro's campaign to increase interest in their iconic 80-year-old Monopoly game. For a brief time in 2013, fans were encouraged to use Facebook to vote for supplanting one token for a new token from a suggested list. The strategy was simple, focused completely on the brand, and created fresh interest in the game. Collectors and nostalgic consumers rushed to buy the old game with the discontinued iron token. Consumers wishing to stay current had an excuse to buy the updated game with the new cat token. Not only did the campaign increase interest among customers, but it also created cross-brand buzz. The American Automobile Association (AAA) tweeted consumers encouragement to keep the car token. Zappos, the well-known shoe company, used Twitter to urge consumers to keep the shoe token, with the tweet, "It's hard to look dapper walking around in socks" (Martin, 2013). The cross-brand buzz benefitted each.

These two examples illustrate the creativity and engagement with consumers necessary for success campaigns. In fact, Steve Ehrlich, global vice president of client development for TMP Worldwide, claims that social media success partly hinges on an emotional connection the company makes with the consumer through the strategy. According to Steve Chazin, former marketing executive for Apple, a buzz marketing message must be a concise one that can be easily shared. Successful buzz marketing results in "the irresistible force of millions of customers selling your product for you" (as cited in Scott, 2014, p.12). Given the growth and popularity of social media among targeted consumers, buzz marketing is a propitious avenue for companies of all sizes. For the companies that get it right, buzz marketing can be the pot of gold at the end of the rainbow.

Annotation: This essay is clear and organized, with sufficient and effective support for the main ideas. The reader can easily follow the ideas in the essay.

**The American Psychological Association style for formatting and citations was used for this essay. See the following list for resources (not included in the drafts submitted for scoring)..*

Resources

- Khermouch, G. & Green, J. (2001). "Buzz Marketing." *Bloomberg Businessweek Magazine*, July 10, 2001. Retrieved from <http://www.businessweek.com/stories/2001-07-29/buzz-marketing>
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- Mourdoukoutas, P. (2012). "Why Nike's buzz marketing strategy is riskier than Red Bull's." *Forbes*, October 18, 2012. Retrieved from <http://www.forbes.com/sites/panosmourdoukoutas/2012/10/18/why-nikes-buzz-marketing-strategy-is-riskier-than-red-bulls/>
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- Solomon, M. (2008). *Consumer Behavior: Buying, Having and Being*. (8th ed.). Upper Saddle River, NJ: Pearson Education, Inc.

*For more examples of student essays, see the Common Core State Standards Initiative site, which includes samples of actual student essays for all three writing genres and for all grades. Each essay includes helpful notes and explanations. The first set of essays is from an on-demand writing assignment. The second set shows a range of writing, usually with one or more short essays and one or more longer ones.
Link: <http://achievethecore.org/page/505/common-core-narrative-writing>*