TO: Ms. Rebecca Gurley, GSWLA Academy Coordinator

FROM: Aralee Fajardo, Senior Academy Student

DATE: February 16, 2012

SUBJECT: Senior Project

The topic of my senior project is: in what ways has advertisements and promotions been extreme in the global society today. By applying my topic to a specific related company or community organization further enhances understanding of my senior project as well as reflecting my competence as a global citizen, the purpose of the Global Studies and World Languages Academy. My action involves extensive research on my topic and interning with a marketing firm around Virginia Beach and a graphic design division in Virginia Beach Art institute.

In my cohort, Business and Economics, my topic contributes to the marketing side of international business. In achieving quality comparisons, the paper covers the marketing sectors of the United States, Asia, and Europe. Each case study of a country was selected by the level of extreme and negative outcomes to the consumer; either mentally or physically.

After researching my topic, I am going to do an internship with marketing programs in the Virginia Beach Art Institute and a local marketing company. Working with people whose profession directly relates to my topic will provide insight on the significance on my senior project topic. It could only confirm my findings or provide extended analysis of my topic.

I hypothesized that with the heightened popularity of the internet, fashion consciousness, and towering consumer wants, advertising and promotions have negatively affected a global consumer physically and mentally in the United States, Asia, and Europe. In the United States, American marketers tap into consumers’ perception of what they are buying by taking advantage of psychological marketing tactics to increase consumer spending, and causes massive health problems for Americans. In Asia, idolizing the Western *look*, the marketers saturate a wide assortment of tactics surrounding this ideal of beauty that results in multiple cosmetic surgery for Japanese and South Korean children and adolescents. In Europe, marketing plays a direct and indirect role in the European society. It is direct in the common activity of cybersex trafficking, and indirect in the bad outcomes of a flawed market regulation within the European Union.

In the end, I want people to realize the extent to which advertisements and promotions can bring harm to our children, our community, and our lives. Being aware of negative influences of marketing can help citizens avoid outcomes of high debt, health problems, and better individual lives.