Reflect on the concepts covered in this module and apply the concepts to your own life. Consider how the concept came to life for you -- either in your personal life as a consumer, in your role at your existing place of employment or as a budding entrepreneur planning for your start-up.

**You are expected to provide 200+ words in complete sentences that are free of typos/grammatical errors.**

For this week reflect on:

**"Corporate Strategy and Marketing Strategy"**

*This topic was edited by*[*Lauri Harrison*](https://courseworks2.columbia.edu/courses/47373/users/508)