Description Identify effective retail product/service and institutional advertisements Print Internet Commercial television advertisement Alternative media Instructions Each essay 150 word (minimum) on each of above illustrating the effective components or the advertisements. Total 600 word minimum. Discuss the effective components. Identify what in the advertisements makes it effective. (45 points) Include a copy, link, photo of the advertisement media along with the sources of each of the advertisements. (Sources are not included in the word count, nor are the directions). Be sure to include a "work cited" for each of your resources. The book / module material will need to be cited. So that should be FIVE sources minimum. Your work will contain four components, one from each media type listed above along with the write-up. An example of each retail product, retail service and institutional advertising should be selected. You need a real advertisement from each media type. Upon advertisement selection, you should include a discussion of the features of the advertisement that effectively reach the identified target market (you should identify the target). There should be an advertisement that is a retailer selling a product, a retailer selling a service and a retailer promoting their own business image. Be sure your work is properly formatted with paragraphs, punctuation, and grammar. Be sure to include a work cited. Remember, the book / module is/are always source(s).