

Work Cited

Creative Brief

“Reframe any run-on sentences and grammar mistakes but do not change what I have said or alter any of my writing unnecessarily” prompt. ChatGPT, 13 Mar. version, OpenAI, 13 Mar. 2026, chat.openai.com

“Slightly shorten this writing without heavily altering what I’ve already written” prompt. ChatGPT, 13 Mar. version, OpenAI, 13 Mar. 2026, chat.openai.com

Thought Leadership Piece

DICK’S Sporting Goods Inc. (2020, September 29). *DICK’S Sporting Goods Takes Action to Create a Future Free of Single-use Plastic Bags*. PR Newswire.

https://www.prnewswire.com/news-releases/dicks-sporting-goods-takes-action-to-create-a-future-free-of-single-use-plastic-bags-301139398.html#:~:text=The%20Beyond%20the%20Bag%20Initiative%20takes%20a.New%20materials%20*%20Software%20and%20hardware%20innovations

DICK’S Sporting Goods. (2018). *Purpose Playbook: 2018 CSR Report*.
https://s27.q4cdn.com/812551136/files/doc_downloads/2023/12/2022_DSG-PurposePlaybook_layout_v20.pdf

“Reframe any run-on sentences and grammar mistakes but do not change what I have said or alter any of my writing unnecessarily” prompt. PerplexityAI, 16 Mar. version, PerplexityAI , 16 Mar. 2026, perplexity.ai

“What are potential environmental threats to children playing sports caused by climate change” prompt. PerplexityAI, 16 Mar. version, PerplexityAI, 16 Mar. 2026, perplexity.ai

Infographic

DICK'S Sporting Goods. (2022). *2022 Purpose Playbook*.

https://s27.q4cdn.com/812551136/files/doc_downloads/2023/12/2022_DSG-PurposePlaybook_layout_v20.pdf

SWOT Analysis

“Can you proofread this and tell me if it looks good” prompt. PerplexityAI, 19 Mar. version, PerplexityAI, 19 Mar. 2026, perplexity.ai

DICK'S Sporting Goods Inc. (2026, March 12). *DICK'S Sporting Goods Inc. Reports Fourth Quarter and Full Year 2025 Results; Delivers Record-Setting Fourth Quarter Sales for the DICK'S Business*. PR Newswire.

<https://www.prnewswire.com/news-releases/dicks-sporting-goods-inc-reports-fourth-quarter-and-full-year-2025-results-delivers-record-setting-fourth-quarter-sales-for-the-dicks-business-302711671.html>

“Does this make sense or do I need to elaborate?” prompt. ChatGPT, 20 Mar. version, OpenAI, 20 Mar. 2026, chat.openai.com

Foot Locker, Inc. (2025, August 27). *Foot Locker, Inc. Reports Second Quarter 2025 Financial Results*. Foot Locker's Investor Relations.

<https://investors.footlocker-inc.com/news-releases/news-release-details/foot-locker-inc-reports-second-quarter-2025-financial-results/>

Moby Intelligence. (2026, March 12). *DICK'S Sporting Goods, Inc. Q4 2025 Earnings Call Summary*. Yahoo Finance. <https://finance.yahoo.com/news/dicks-sporting-goods-inc-q4-164720481.html>

PwC. (2025, October 6). *The Gen Z Paradox: Spending Less, Expecting More*. <https://www.pwc.com/us/en/industries/consumer-markets/library/gen-z-consumer-trends.html>

“Reword this sentence to be understandable” prompt. ChatGPT, 20 Mar. version, OpenAI, 20 Mar. 2026, chat.openai.com

“Summarize the major points in this article” prompt. PerplexityAI, 19 Mar. version, PerplexityAI, 19 Mar. 2026, perplexity.ai

Tenderich, B. *The Strategic Integrated Planning (SIP) Model*. Public Relations and Advertising Studies Program.

Williams, Jennifer. (2025, November 30). *Gen Z Shoppers Aren't Spending Like Retailers Need Them To*. The Wall Street Journal.

<https://www.wsj.com/economy/consumers/gen-z-shoppers-arent-spending-like-retailers-need-them-to-5ef2457b>

“What is a better word for this?” prompt. PerplexityAI, 19 Mar. version, PerplexityAI, 19 Mar. 2026, perplexity.ai

Zack's Equity Research. (2026, March 12). *DCKS Q4 Earnings & Sales Top Estimates, Sales Increase Y/Y*. Yahoo Finance. <https://finance.yahoo.com/news/dks-q4-earnings-sales-top-175000536.html>

****All content and ideas are my own original work. AI (ChatGPT, Perplexity AI) was used only as a writing tool for grammar, rephrasing, and proofreading.***

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