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| Submission Deadline | Marks and Feedback |
| Before 10am on:  16/01/2020 | **20 working days after deadline (L4, 5 and 7) 15 working days after deadline (L6) 10 working days after deadline (block delivery)**  Click or tap to enter a date. |





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| Unit title & code | **Strategy and Brand Management MAR043-6** |
| Assignment number and title | 2 |
| Assessment type | Individual report |
| Weighting of assessment | 60% |
| Size or length of assessment | 4000 words |
| Unit learning outcomes | 1. Critically appraise key advertising theories and concepts from a consumer information processing perspective. 2. Develop creative copy and propose appropriate visuals to promote given brands in a variety of advertising media. |





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| What am I required to do in this assignment? |
| **Question:**  You have been asked to follow on from Assignment 1, and for the brand considered produce a 4000 word report around competitor analysis and positioning strategies for the brand.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Assignment Detail**  **The theory:**  Use one or more theories to support your standpoint. The theories used should be applied to practical situations.  **2. The structure:**  Flexible. You can describe the theory you intend to use to support your standpoint, and then use practical situations to reinforce your work. There is no fixed order to structure this assignment.  **3. The link between theory and practice:**  Remember to relate the two together sufficiently! You need to relate the theory to evidence in your assessment. The evidence needs to be specific. Don’t use generalised and anecdotal evidence.  **4. Use of literature:**  Use academic source, i.e. books, journal articles etc. Refer to respected industry sources DO NOT overuse the Internet, do not use and / or quote from Wikipedia.  **Reminder:**  You are required to use proper in-text reference and the reference list in the end using the **Harvard Referencing System.**  **5. The writing:**  Try to approach this test in a logical and systematic way. Make sure you have a logical structure, a convincing argument, clear description of the situations which ‘set the scene’, and clear explanation which relate to theories, and a conclusion that draws your argument together. |
| What do I need to do to pass? (Threshold Expectations from UIF) |
| Research the relevant literature in order to analyse sources of brand equity  Develop an initial critical perspective of both theories and practices within brand management  Critically evaluate the brand in terms of performance and as a strategic asset. |
| How do I produce high quality work that merits a good grade? |
| We will be filling this section in together in class on Click or tap to enter a date. make sure you have downloaded/printed out the Assignment Brief and bring it to the session with you. |
| How does assignment relate to what we are doing in scheduled sessions? |
| The unit focuses on the analysis of competitive marketing and brand management strategies at national and international levels.  Current Research and Thinking: Your tutors are research active. This suggests that, as it is expected from Master’s level students, you will be guided through the latest developments of the literature and you will learn to think as researchers yourself. Developing this way of thought will equip you with a number of skills which will prove very useful during the rest of your studies but most importantly when you enter the workplace.  The unit will equip you with knowledge related to ethical, legal and cultural issues and their development in different social and technological contexts. You will familiarise yourself with different ethical and legal standards applied in the industry. |



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| How will my assignment be marked? |
| Your assignment will be marked according to the threshold expectations and the criteria on the following page.  You can use them to evaluate your own work and consider your grade before you submit. |

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|  | **3rd Class – 40-49%** | **Lower 2nd – 50-59%** | **Upper 2nd – 60-69%** | **1st Class – 70%+** |
| **Demonstrating a clear understanding of the subject (25%)** | **Satisfactory...** Content / level of knowledge of the topic. Addresses part of the task. Some errors / omissions in content/ theory.  Inconsistent application of some correct theory/principles/concepts | **Good**... Marketing insight & application.  Breadth, depth & integration of literature/examples into work is appropriate to the context and attempts to be consistent. | **Very good**... Marketing insight & application.  Breadth, depth & integration of literature/examples into work is above average. | **Excellent**... Marketing insight & application.  Breadth, depth & integration of literature/examples into work is impressive. |
| **Marketing Application and integration of Literature**  **(30%)** | **Satisfactory...** Marketing insight & application.  Breadth, depth & integration of literature/examples into work is appropriate, but not consistently applied. | **Good**... Level of discussion/analysis/ critical evaluation &/or reflection but more ideas/points could be addressed /developed further. | **Very good**... Level of discussion/analysis/ critical evaluation &/or reflection & a few ideas/points could benefit from further development &/or evaluation/comparison. | **Excellent**... Level of discussion/analysis/ critical evaluation &/or reflection clearly developing points in the appropriate way with thorough consideration of all possibilities.  The best work will be highly developed and focused and attempts a holistic treatment of the task/problem. |
| **Discussion /Analysis /Critical evaluation &/or Reflection**  **(30%)** | **Satisfactory**... Basic evidence of discussion/analysis/ critical evaluation &/or reflection but some points superficially made so need further development. Limited critical evaluation (mainly descriptive) | **Good**…insight & application.  Breadth, depth & integration of literature/examples into work is appropriate to the context and attempts to be consistent. | **Very good**... Marketing insight & application.  Breadth, depth & integration of literature/examples into work is above average. | **Excellent**... Marketing insight & application.  Breadth, depth & integration of literature/examples into work is impressive. |
| **Presentation Style and Structure**  **(15%)** | **Satisfactory...** Basic essay structure.  Not always written clearly & has grammatical & / or spelling errors. | **Good**... Clear presentation & essay structure. Writing is mainly clear but some spelling &/ or grammatical errors. | **Very good**... Presentation & essay structure, paragraphing, Fluent academic writing style.  Very few grammatical errors & spelling mistakes. | **Excellent** ... Presentation & essay structure. Articulate & fluent academic writing style. Only a minor error. |
| **5** |  |  |  |  |