

Individual Assignment 15 marks
Principles of Marketing BUS2304 / MKT 60104
August Semester 2015

Guidelines and instructions (updated)

A. FOLLOWING GUIDELINES MUST BE OBSERVED;

1. Work must be type-written using Times New Roman Font, size 12 at 1.5 spacing
2. Expected Length: **1,000 words maximum (or minus 10%)**, not including reference list, charts, tables and Turnitin report. Marks will be deducted for excessive length.
3. Referencing: You must fully acknowledge the sources of information (books, articles, reports, etc.) that you use in the completion of the assignment by using the Harvard Referencing System. You can refer to the link below for information about the Harvard System:
http://www.uwe.ac.uk/library/resources/general/info_study_skills/harvard2.htm
4. A reference list must be attached with your assignment.
5. **WORD COUNT MUST BE PROVIDED AT THE END OF THE REPORT.**
6. You will need to check your assignment using 'Turnitin' for duplication. Any duplication should be less than 20% or it will constitute as plagiarism.

B. SUBMISSION OF INDIVIDUAL ASSIGNMENT

Due date/time: Week 5 Wednesday 12 noon, 23 September 2015

Documents for submission (in given order) include:

1. Assignment Cover page
2. Marking Rubric
3. Turnitin Report
4. Respective answers to questions
5. Reference list

You are required to submit your written assignment (the above documents) in a hard copy to the lecturer/tutor (designated collection box outside the Student Academic Services at Block E Level 2).

Please note that the 'Late Submission of Work for Assessment' and 'Assessment Offences' regulations apply to this Assignment (please refer to the section on Submission of Assignment and Assessment Offences in the MIB or the Dual Award Programme Guide).

C. MARKING OF INDIVIDUAL ASSIGNMENT

The main marking criteria are:

**1 Clear understanding of literature and POM concepts/frameworks
and proper analysis of case study as evidenced in answers to questions**

- 2 Logical & convincing arguments
- 3 Correct interpretations of published works
- 4 Original contribution to assignment (i.e. more than just re-presenting existing ideas)
- 5 Evidence of use of multiple published sources (including journals)
Minimum of 3-4 quality references, you can have more.
- 6 Completeness (covered all parts of the assignment)
- 7 Presentation (spell checked etc); correct referencing, word count
- 8 If online forums, blogs, and other non-scholarly sources are used, marks will be deducted