LEVEL 7 ASSESSMENT SPECIFICATION

Student name:		**Student ID number:**	
Programme:	**MBA**		
Module:	**Marketing Management**		
Module code:	**BMMB7012**	**Contribution to Overall Module Assessment (%):**	**25%**
Lecturer:	**Adila Khan**	**Internal Verifier:**	**TBC**
Assignment Title:	**Planning for Contemporary Issues in Marketing**	**Word count (or equivalent):**	**10 minutes (+/- 10%)**
Submission deadline:	**26th May 2023**	**Return date of provisional marks & written feedback:**	**23rd June 2023**
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) **Alternative submission method (if applicable):** **Late submission of the assessment will result in a late penalty mark.** Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes

(from module syllabus)

- Critically appraise key marketing activities and the contribution of the marketing department to the organisation.
- Anticipate and critically evaluate future developments in the field of marketing.

TASK DESCRIPTION: Presentation (25%)

You are required to undertake a critical analysis of a Contemporary Issue in Marketing Management through the production of a 10-minute (+/- 10%) ***Video Presentation*** (VLOG). You may base your analysis on an organisation that you are familiar with or you are permitted to use the organisation that you currently work for.

Once you have decided on an organisation to use as your case study, your video presentation should address the following tasks:

Task 1: Identify a Relevant Contemporary Issue in Marketing Management
You should begin your video presentation by introducing yourself and your chosen case study organisation and inform the listener of the issue that you have identified by defining and explaining it. You should also be clear as to why this is an issue especially for the Marketing Department at your chosen case study organisation.

Issues that you may wish to investigate (but not limited to) include:

- The use of Corporate Social Responsibility (CSR) in promotional material.
- Developments in social media and its use as a marketing platform.
- The development of technology and/or artificial intelligence (AI).
- Ethics in Marketing / Marketing Research / Marketing Channels / Advertising and Promotion.
- Price vs. Quality.
- Functionality vs. Symbolism.
- Changes in consumer buying behaviour because of changes to regulations on General Data Protection (GDPR).
- Or an issue of your own identification.

Task 2: Provide an Analysis of the Challenges Faced as A Result of your Chosen Issue
With the use of appropriate marketing tools, you should then provide an analysis of the challenges that your chosen case study organisation faces because of your identified contemporary issue. Therefore, consider breaking down the key parts of the identified issue to uncover which are the most important elements that caused the biggest challenge to your case study organisation. Within your analysis you should also be clear as to why these challenges are a result of your identified issue specifically.

Task 3: Critically Evaluate How Your Case Study Organisation Could Respond to the Challenges Presented by Your Identified Issue
Methods as to how your case study organisation should respond to the issues that you have identified should be critically evaluated in terms of their strengths and weaknesses before meaningful conclusions are drawn

Submission

You may use any video presentation software that you feel comfortable using for example, Adobe Spark, Vimeo, PowToon, Prezi Video, MS Teams. However, it is important that your video does feature you (so please make sure your camera is switched on), and you need to ensure that it is your voice that is being used to narrate your findings. A Power Point Presentation can be used as a background, and it can incorporate a combination of supporting text, images and appropriate graphics that have been used to support your discussion – but please avoid reading from slides!

A *Presentation Template* will be provided under the module documents tile on Moodle. On the template, please provide a 'working' link to your presentation and a reference list of the sources that you used to support your findings. Only this completed template should be submitted to Turnitin.

*****Please also note, that it is your responsibility as the student to ensure that the link to your video presentation does work and your assignment can be viewed for assessment and moderation purposes, therefore you may need to change any privacy settings to enable access**.***

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

1. Engagement with Literature Skills

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set; you should make use of scholarly reviews and primary sources, as appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using correctly a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: *Each member of the group should demonstrate that they have engaged with 3 academic sources each (12 in total) from a variety of appropriate sources and verbally articulate these sources within the presentation. A Reference slide should be included at the end of the presentation that acknowledges all the sources used and should be presented following the Harvard Referencing Method.*

2. Knowledge and Understanding Skills

At level 7, you should be able to demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice, with a comprehensive understanding of techniques applicable to your own research or advanced scholarship. Your work must demonstrate your growing mastery of these concepts, principles, current challenges, innovation and insights associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the contemporary concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Guidance specific to this assessment: *Detailed knowledge and critical understand of the industry you're your case study organisation sits within should be provided along with in-depth appreciation of the marketing environment disrupting the industry, the value creation, and the impact this disruptor is causing the marketing department. Your level of knowledge and understanding should also be informed by the latest research and consideration should also be given to any limitations of your knowledge base.*

3. Cognitive and Intellectual skills:

You should be able to: evaluate critically current research and advanced scholarship in the discipline; evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses; deal with complex issues both systematically and creatively to make sound judgements in the absence of complete data. Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of experts within the subject area is crucial to you providing a reasoned and informed debate within your work. Your choice of methodologies to gather data and information must be rigorously defended. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid, persuasive conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment: *Your presentation should not only provide a description of the key themes of the module, but you should also demonstrate an ability to analyse the marketing environment to enlighten the value creation and customer experience. Relevant evidence should also be obtained to support judgements and arguments made to inform realistic conclusions and appropriate recommendations.*

4. Practical Skills

At level 7, you should be able to demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline. This includes acting autonomously in planning and implementing tasks at a professional or equivalent level, originality in tackling and solving problems, and decision-making in complex and unpredictable contexts or situations. You should be able to demonstrate mastery of the leading edge subject-related concepts and ideas as they relate to real world situations and/or particular contexts. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in those contexts or circumstances, to assess current situations, perhaps to formulate plans or plausible, justifiable recommendations to solve problems, or to propose new models, or to create artefacts, which may be innovative and creative, thereby demonstrating your understanding of how the boundaries of knowledge are advanced through research and/or application. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others.

Guidance specific to this assessment: *Appropriate academic theories associated with the module should be appropriately applied to your case study organisation making links between industry examples and theoretical knowledge.*

5. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for postgraduate-level employment in circumstances requiring sound judgement, personal responsibility and initiative in complex and unpredictable professional environments. This includes demonstrating: the independent learning ability for continuing professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks, projects and procedures, whether individually and/or collaboratively, to a professional level; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms for a variety of audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment: *Your presentation should be professional, fluent, and contain a mixture of appropriate images and text. A Presentation Template will be provided under the module documents tile on Moodle. You should work to fully complete the template and should submit the template with a working link to your video presentation and a reference list by the submission deadline.*

Template which can also be found under the module documents tile on Moodle as proof of submission.

BMMB7012D – Marketing Management

Assignment 1: A Critical Analysis of a Contemporary Issue in Marketing

Please provide the link to your Video Presentation in the box below:

Please provide a Reference list of all the sources used to support your Video Presentation in the box below:

STUDENT FEEDBACK FORM : PRESENTATION

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	**Marks available**	**Marks awarded**
1. Engagement with Literature Skills	15	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	20	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice	20	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	**Late Submission Penalties (tick if appropriate)**		**%**
	Up to 1 week late (50% Max)		
	Over 1 week late (0%)		