

BUSM094 – Introduction to Marketing Theory and Concepts

Assessment

1. Individual essay (100%): A 3000-word essay (**Deadline: ?? Dec**)

Marks of up to 5% points will be deducted if you overshoot the word limit. However, you may exceed by 10% (i.e. 3300 words).

General idea: Analysis of a brand and a brand failure.

You should select a brand that is different from what you are working on in other modules (because of self-plagiarism).

Part A (Background, SWOT, and Brand Personality)

- **A1 Background:** Provide a brief background of the brand. You can use non-academic resources in this section. This section should give a general background of the brand (providing some facts and figures would be useful). Support your arguments with reliable resources, facts, and figures.
- **A2 SWOT Matrix:** 3-4 points per cell would be enough. You must support your claims with references. Simply saying “Strong brand image” as a strength is not enough (even if the brand is well-known). Facts and figures? Statistics? Reliable reports? Evidence? Unreferenced claims are not acceptable.
- **A3 Brand Personality:** In this section, the student is expected to discuss/identify the personality of the selected brand (see Aaker’s brand personality framework). A brief literature review of ‘brand personality’ is needed. Support the identified personality with some pieces of evidence (e.g. advertisements, marketing campaigns, pricing, videos, design, logo, package, offering, communication channels, sponsorship, or ANY other marketing element/activity). Put screenshots and explain/interpret your evidence and claims. Don’t leave your screenshots and evidence without explanation and interpretation. For instance, if you put a screenshot from a video, briefly explain the video, then provide your interpretation and analysis of how this video creates/strengthens the identifies brand personality. What elements or messages in the video align with the identified brand personality?

General idea of Part B: Part B focuses on a **failed marketing activity**. The activity can be an advertisement, a marketing campaign, a brand extension project, a product introduction, and etc. As a result, you should select a brand that had a failure in the past. At first, the failure should be described, and then, using one of the frameworks we had in the module (**e.g. the 7Ps model, PESTLE, SWOT (weaknesses or threats), Porter's 5 forces, etc.**), the essay should explain/analyse the

reason(s) of the failure. You do not need to use the whole framework to analyse/explain the failure. Normally, the failure can be explained with one or two elements of a framework. Pick only those elements that are related to the failure and can explain it. For example, if your selected brand had a failure in an advertisement, the 7Ps model would be a good choice. Then, you may focus on “Promotion” part of the 7Ps model (because advertising is a Promotional activity). You do not need to use all the other elements of the 7Ps model in this case. The essay also needs to provide evidence to show that the failure undeniably happened (for instance, a decrease in sales, negative comments on social media, boycott by consumers, a decrease in market share, significant customer dissatisfaction, being unable to attract customers in the target market, and etc.).

Part B (Failure Case, Literature Review, Discussion, and Recommendations)

- **B1 Failure Case:** The essay should *describe* what happened (the story of the failure). You must provide evidence to show that the failure undeniably happened (i.e. why do you think that it was a failure for the brand?).
- **B2 Literature Review:** This section briefly reviews the literature of the selected framework (e.g. the 7Ps model, PESTLE, SWOT (weaknesses or threats), Porter's 5 forces, etc.). You should not talk about the brand and its failure in this section. Use this section to review the literature, marketing theories, and concepts. Use of academic resources (i.e. academic articles from academic journals, textbooks) is expected in this section. First, provide a general and brief review of the selected framework (a short paragraph would be enough). Then, focus on the literature of the selected element(s) (e.g. definitions, the importance, different types, antecedents, outcomes, relationship with important KPIs, etc.).
- **B3 Discussion:** This section discusses why the failure happened by using the literature. Try to reason and argue in this section, and support your arguments with the literature. Hence, it is time to link the failure story with the literature/theories/concepts reviewed in the previous section. In fact, you should explain the reason(s) of the failure with an academic language (by “academic language”, we mean the literature you reviewed). You might also want to compare your findings with the findings in the literature. Do you see any consistency or inconsistency?
- **B4 Recommendations:** Provide 3-4 recommendations. The first recommendation must be related to the failure case (explain how they could prevent the failure). Other recommendations can be in any aspect. Taking a look at the weaknesses in your SWOT table might be helpful. You need to be as specific as possible. Support your arguments to show that your recommendations really enhance the brand. General recommendations are normally shallow and vague.

References: Lists the papers and the sources you have used (Harvard style).

Appendices (optional): Use this section if you need to provide any information that you cannot mention it in the main body of the essay (maybe tables, graphs, charts, and etc.).

The word count for this assessment does **not** include reference lists and appendices.

Name your file as: **BUSM094 [full name] [stu. number]** e.g. *BUSM094 Johnny Depp 1234567*

The following table may be informative and help you to have an estimate regarding the length of each section. You do not necessarily need to follow this table for your essay.

Parts	Sections	Words (approximately)	Weight
Part A	A1 Background	200	30%
	A2 SWOT	400	
	A3 Brand Personality	400	
Part B	B1 The failure case	300	60%
	B2 Literature review	700	
	B3 Discussion	700	
	B4 Recommendations	300	
References	-	-	10% (Ref and writing)
Appendices	-	-	-

You are NOT allowed to select Southwest Airlines Co., Coca-Cola, or Burger King as your brand since the focus of the provided exemplars are on these brands.

Please note the following points for your essays:

- For those sections that are specifically referring to the brand/company, you are allowed to use non-academic resources to provide facts and figures. Make sure that your non-academic resources are reliable. Wikipedia is not a reliable source for academic essays. Websites such as Statista, Interbrand, Business Insider, Gallup, ONS, official website of your brand are good examples of reliable non-academic resources that you can use. Please refer to the '[Reliable Non-Academic Resources](#)' file on the QMplus page of the module.
- Use Harvard style of referencing to cite the literature in the body of the document.
- Using a reference manager software (e.g. EndNote, Mendeley, and etc.) can be helpful.
- You may use graphical elements (e.g. images or figures) to illustrate your arguments or provide overviews if necessary.
- You may use tables to summarize information where appropriate.
- Focus on the key points that you want to make.
- Be consistent in your writing.
- Use ABS academic journal guide (2018). Journals as rated 3* or above are preferable (not mandatory).
- Use concepts and theories (introduce them, define them).
- Academic writing!
 - Any 'academic writing' textbook can be helpful.
 - But to start with, watch [this](#) (44s), [this](#) (9m04s), [this](#) (7m43s), [this](#) (3m04s), [this](#) (4m20s), [this](#) (4m27s), [this](#) (4m13s), and [this](#) (4m29s)
 - If you need any specific help for academic writing, you can also contact Dr Kyla Sankey who is the Academic Writing Tutor at SBM: k.sankey@qmul.ac.uk
 - You can also enrol a course for free: [SBM Academic Writing Support](#)
 - Critical thinking in academic writing:
 - [Critical thinking: how to prepare for essays](#) (5m55s)
 - [Academic writing and Critical thinking](#) (10m51s)
 - [Academic writing and Critical thinking - Argumentation](#) (9m15s)
 - [Academic writing and Critical thinking - References](#) (12m43s)
 - [Academic writing and Critical thinking - Analytical writing](#) (8m18s)
 - You can use first person pronouns (i.e. I, we, me, us, my, our) in your essays, but in a formal way!
 - **Be as explicit as possible!** Write with clarity, unambiguous and to the point. Writing an academic piece of work is different from writing a novel. Explain your keywords and points, and do not assume that your readers would already know it.
 - Good academic writing is theory driven. Use relevant theories and literature to support your arguments.
- Valuable resources developed by top universities to help you become a proficient academic writer:
 - [Harvard College Writing Centre](#) (Contains: Strategies for essay writing, Tips on close reading, Guides for writing in the disciplines).
 - [Hamilton College Writing Centre](#) (Contains: Strategies for essay writing, Tips on writing styles and forms, Guides for writing in the sciences).
 - [Purdue Online Writing Lab \(OWL\)](#) (Contains detailed instructions on: General academic writing, Graduate writing, Job search writing).
 - [Amherst College Writing Centre](#) (Contains: Strategies for developing yourself as an academic writer, Tips on reverse outlining, Guides for preparing an engaging presentation).

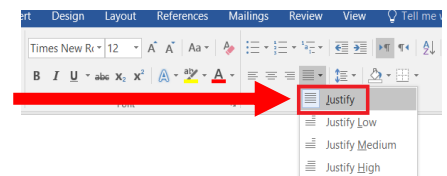
- [The Writing Centre at the University of North Carolina at Chapel Hill](#) (Contains: Tips on citations and style, Guides for writing research, teaching, and diversity statements, Videos on different aspects of academic writing).
- [The Writing Centre at the University of Wisconsin-Madison](#) (Contains: Strategies for academic and professional writing, Tips on the writing process, Guides for improving your writing style).
- [Academic Phrasebank](#) provided by The University of Manchester: It aims to provide you with examples of some of the phraseological 'nuts and bolts' of writing.
- Academic integrity! (Please refer to the '*How to Avoid Plagiarism*' file on the QMplus page of the module)

Marking criteria

- The essay must clearly and directly address each section.
- Clear and logical structure (i.e. sections and sub-sections).
- Use of relevant literature and theories to review the literature.
- Use of reliable and relevant sources.
- Arguments must be concise, logical, and to the point.
- Arguments and claims must be supported by references, facts, and figures.
- Theoretical and/or factual clarity.
- Juxtapositions and syntheses.
- Analytical content (i.e. don't be just descriptive; reason and argue).
- Provides relevant background information on the brand with supporting facts and figures.
- Develops a SWOT matrix, supported by references.
- Analyses the brand personality using Aaker's framework and supports with evidence from marketing elements.
- Clearly describes the failure case and provides evidence that the failure occurred.
- Reviews relevant marketing theories/frameworks and focuses on key concepts related to the failure.
- Applies relevant marketing theories/frameworks to analyse the reasons for failure.
- Provides specific, supported recommendations related to the failure and other aspects.
- Appropriate and accurate referencing and citations in a consistent style (i.e. Harvard).
- Meets word count and formatting requirements.

Format and other notes

- Font: Time New Roman / Arial / Calibri
- Font size (body): 12
- Font size (headings): 12 - **bold**
- Line spacing: 1.5 or 2
- Acceptable formats: **PDF** and **WORD**. Failure to submit in either one of these formats will result in a mark of 0 being awarded for the particular assessment. It is therefore your responsibility to ensure that the file format is correct and it can be opened by the receiving party.
- “Justify” the paragraphs (‘select all’ your text and ‘justify’ it)



- You should ensure that **the correct piece of assignment (i.e. file)** is uploaded as the document downloaded on the due date by the module organiser will be marked regardless of content. You will not have another opportunity to submit the work again if you mistakenly uploaded the wrong document.
- **ALLOW YOURSELF PLENTY OF TIME TO SUBMIT YOUR COURSEWORK. DO NOT LEAVE IT UNTIL THE LAST MINUTE.** The system becomes very busy and slow when it is close to the deadline.

- Coursework submitted late (and there are no extenuating circumstances) will incur a **late penalty**. Five percent of the total marks available shall be deducted for every period of 24 hours, or part thereof, that an assignment is overdue there shall be a deduction of five per cent of the total marks available (i.e. five marks for an assessment marked out of 100). After seven calendar days (168 hours or more late) the mark shall be reduced to zero, and recorded as OFL (zero, fail, late).
- Computer problems, such as computer viruses, failure to make a back-up copy or temporary internet access problems, **will NOT be viewed as a valid reason for late submission**.

The essence of good coursework writing

- One easy and basic rule: **You need to make clear where information/arguments come from**. You need to cite all theories, concepts, constructs and facts you are using in your coursework as well as all arguments and ideas that are not constructed/developed by yourself – even if you use your own words, you need to make clear where the basic argument comes from!
- Insufficient referencing is a strong offense in academia – it not only shows that you didn't work rigorously and didn't follow the basic academic rules, but you might be suspected of plagiarising – even if this wasn't your intention!
- Citing correctly is very easy as you have access to hundreds of thousands blueprints. Please refer to the '*How to Avoid Plagiarism*' file on the QMplus page of the module. There are plenty of explanations, examples, and videos.