



Coursework Brief

The Business School
Undergraduate Programmes

MODULE BM3100 (Principles of Marketing)

Module Leader: Dr. Santhi Govindan

May 2023 Semester

Task I: Assignment 1 (Individual) (30%)

INSTRUCTIONS

- Read the provided case and conduct research based on the related issues. Answer all questions of the case study.
- Assignment must be word-processed in 12-sized Times New Roman with 1.5 spacing.
- All pages must be numbered and the text should be justified.
- Assignment must be correctly referenced by adhering to Harvard referencing system.
- Questions of the assignment must be re-typed prior to the answer.
- Assignment must be kept within 3000 words, excluding footnotes, references, bibliographies, and appendices. Assignments not complying with this format will be returned to students unmarked.
- The assignment must have the standard front cover (**Authorization Sheet**)
- NO PLAGIARISM. TURNITIN similarity index shall be within 20%.
- The submission date is **Week 5, Day 5**.

Task II: Assignment 2 (Individual) (30%)

INSTRUCTIONS

- Read the provided case and conduct research based on the related issues. Answer all questions of the case study.
- Assignment must be word-processed in 12-sized Times New Roman with 1.5 spacing.
- All pages must be numbered and the text should be justified.
- Assignment must be correctly referenced by adhering to Harvard referencing system.
- Questions of the assignment must be re-typed prior to the answer.
- Assignment must be kept within 3000 words, excluding footnotes, references, bibliographies, and appendices. Assignments not complying with this format will be returned to students unmarked.
- The assignment must have the standard front cover (**Authorization Sheet**)
- NO PLAGIARISM. TURNITIN similarity index shall be within 20%.
- The submission date is **Week 9, Day 5**.

Task III: Topic Issues Practicum (Individual) (10%)

1. Topic on current issues and how to be integrated using fundamental marketing concepts/tools will be discussed during class.
2. Students require to participate actively during topic issues practicum session with relevant ideas and concepts.

Assessed Coursework Coversheet for Assignment 1 and 2

YOU MUST COMPLETE THIS COVERSHEET AND ATTACH IT TO THE FRONT OF YOUR ASSIGNMENT.

Student Name:	Student No:
Module Title: PRINCIPLE OF MARKETING	Module Code: BM 3100
Module Leader's name : Dr. SANTHI GOVINDAN	

Extract from the Student Conduct Regulations:

2.2.1 Students shall comply at all times with the provisions of the Regulations for Candidates taking Assessments. In particular they shall not commit impersonation, collusion, plagiarism, falsification, duplication, submit the work of others as their own, or otherwise cheat in any assessment.

Explanation of terms used in the Student Conduct Regulations:

Impersonation means taking an assessment on behalf of another student, or allowing another person to take an assessment on your behalf.

Collusion means producing assessed work by working with another person who you have not been authorized to work with by the Module Leader. This includes, but is not limited to, allowing another student to copy your work.

Falsification means presenting invented data, for example claiming that you have conducted interviews or sent out questionnaires when you have not, or altering or making up your results.

Plagiarism means submitting the work of someone else as if it were your own. When you include someone else's ideas in your assignment, you must provide a reference in the text. If you copy someone else's words (a quotation), you must show clearly in the text how much was copied by using speech marks. It is not enough just to list your references at the end of your assignment. Guidance on the correct use of references can be found on www.brookes.ac.uk/services/library, and also in a handout in the Library.

Duplication means submitting work for assessment which has been assessed before, either in this University or elsewhere, without acknowledging the extent of the previous submission.

If you do not understand what any of these terms mean, you should ask your Module Leader to clarify them for you. The full regulations may be read in the Library, or accessed on-line at <http://www.brookes.ac.uk/regulations/sturegs.html>

STATEMENT OF ORIGINALITY

Except for those parts in which it is explicitly stated to the contrary, this work is my own work. It has not been submitted for assessment for credit previously at this or any other academic or professional institution.

Student signatureDate.....

CHECKLIST

Please check the following statements are true and initial each box.

I have included a full reference list using the Harvard style of referencing	
I have provided Harvard style references for all the ideas, empirical evidence and other materials I have used in the main body of this piece of work	
I have used quotation marks and referenced all passages (including page numbers) taken word for word from my source material	
I can make available evidence of the originality of my work, including notes, photocopies, drafts, primary data and computer files	
I completed this work without any unauthorized help	

Marks Agreed by Two Markers: X 0.4 = Marks

BM3101 Principles of Marketing: Criteria Grid (Assignment 1 and Assignment 2)

	CRITERION	80+	70 -79	60-69	50 – 59	REFER/FAIL	1 st Marker	2 nd Marker	Mark Agreed
1	Presentation of assignment (15%)	Shows a polished and imaginative approach to the topics/questions	Carefully and logically organised	Shows organisation and coherence	Shows some attempt to organise in a logical manner	Disorganised/ incoherent			
2	Content and range (30%)	Comprehensive/ detailed knowledge of topic with areas of specialisation in depth and awareness of provisional nature of knowledge	Reasonable knowledge of topic and an awareness of a variety of ideas/ contexts/frame-works	Has given a factual and/or conceptual knowledge base and appropriate terminology	Evidence of limited knowledge of topic and some use of appropriate terminology	Lacks evidence of knowledge relevant to the topic and/or significantly misuses terminology			
3	Analysis (25%)	Can analyse new and/or abstract data and situations without guidance using a wide range of techniques appropriate to the topic	Can analyse a range of information with minimum guidance, can apply major theories and compare alternative methods/techniques for obtaining data	Can analyse with guidance using given classification /principles	Can analyse a limited range of information with guidance using classification/ Principles	Fails to analyse information			
4	Reflection/ Evaluation (30%)	Can critically review evidence supporting conclusions/ recommendations including its reliability, validity and significance and can investigate contradictory information/identify reasons for contradictions.	Can select appropriate techniques of evaluation and can evaluate the relevance and significance of data collected.	Can evaluate the reliability of data using defined techniques.	Limited and only partially accurate evaluation of data using defined techniques.	Fails to evaluate or use techniques of evaluation, or evaluations are totally invalid.			
						TOTAL:			

1st Marker: Dr. Santhi Govindan

Proposed Marks:.....

2nd Marker:

Proposed Marks:

Marks Agreed by Two Markers: X 0.4 = Marks

Department of Marketing and Management
Marketing Topics Practicum Assessment Sheet

Marks Awarded:

Module Title: Principles of Marketing Module Code: BM3100

Student Name: _____ ID. No: _____

Programme: _____

Criteria	Exemplary 4 Marks	Proficient 3 Marks	Developing 2 Mark	Unacceptable 1 Mark	Marks
Frequency of participation in class	Student initiates contributions more than once in each recitation.	Student initiates contribution once in each recitation.	Student initiates contribution at least in half of the recitations.	Student does not initiate contribution & needs instructor to solicit input.	
Quality of comments	Comments always insightful & constructive; uses appropriate terminology. Comments balanced between general impressions, opinions & specific, thoughtful criticism or contributions.	Comments mostly insightful & constructive; mostly uses appropriate terminology. Occasionally comments are too general or not relevant to the discussion.	Comments are sometimes constructive, with occasional signs of insight. Student does not use appropriate terminology; comments not always relevant to the discussion.	Comments are uninformative, lacking in appropriate terminology. Heavy reliance on opinion & personal taste, e.g., "I love it", "I hate it", "It's bad" etc.	
Listening skills	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student is mostly attentive when others present ideas, materials, as indicated by comments that reflect & build on others' remarks. Occasionally needs encouragement or reminder to be focus on comment.	Student is often inattentive and needs reminder to be focus in class. Occasionally makes disruptive comments while other is speaking.	Does not listen to others; regularly talks while others speak or does not pay attention while others speak; detracts from discussion, etc.	

Comments:

Evaluated By:

Name: _____

Date: _____