

# BCO324 Cases in Marketing

## Final ASSESSMENT: Essay

**Essay: 60% of total course grade**

**Submission:** 20th September at 23:59

### Structure of Work

- Clear essay structure where the body of analysis addresses all topics listed below in the question.
- Use the appropriate concepts, theories, and models to support your statements. Use also facts and figures when necessary.
- All answers must be supported with relevant academic underpinning.

### Grading

60% of final mark

- Your knowledge and understanding should provide a basis for originality in developing ideas.
- The application of knowledge and understanding should be directed to problem solving.
- The ability to make judgments to integrate knowledge and handle a complex case with incomplete data.
- The ability to communicate your conclusions and the underpinning knowledge of the case.

### Assignment Purpose

- To learn how to distinguish and articulate a critical issue(s) in an organization. Each case study will concentrate on a specific issue critical to the organization you will be working with.
- To learn how to research this issue, including questioning of participating parties and developing conflicting analytical positions and alternatives. Case studies are meant to be mimetic of real situations.
- To deepen your knowledge and understanding of course concepts by applying principles you have learned while dealing with issues of newly emerging data.
- To develop the ability to exercise judgment and discretion as you manipulate the flow of information necessary to producing the best teaching product for potential future readers and users of your case study.

### Instructions and Grading Criteria

The document should be 2,500 words maximum and address the following points listed below.

Student must develop a case study analysing a real marketing problem situation where existing problem need to be solved. It should relate the theory to a practical situation;

### Synopsis/Executive Summary

- Outline the purpose of the case study.
- Describe the field of research.
- Outline the issues and findings of the case study without the specific details.
- Identify the theory that will be used

### Findings

- Identify the problems found in the case by: analysing the problem, supporting your findings with facts given in the case, the relevant theory and course concepts.  
searching for the underlying problems

### Discussion

- Summarise the major problem/s.
- Identify alternative solutions to this/these major problem/s.
- Briefly outline each alternative solution and evaluate its advantages and disadvantages

## Recommendations

- Choose which of the alternative solutions should be adopted.
- Briefly justify your choice explaining how it will solve the major problem/s.
- This should be written in a forceful style as this section is intended to be persuasive.
- Here integration of theory and coursework is appropriate.

## References

Make sure all references are cited correctly.

## REQUIREMENTS

The work must be uploaded on the appropriate Turnitin folder created by the course Lecturer on Moodle.

The title of the student's submitted file should contain the following information:

- Name of this course
- Name of the Faculty Member
- Student's full Name
- Student ID number
- Title of this assignment

It is necessary to consult research material to successfully complete this assessment.

Please note that material consulted must be well referenced. If your answers are not well-reasoned and your sources are not well-cited (Harvard style), plagiarism penalties may apply.

Please see EUBS's recommendations for avoiding plagiarism located in Student Guidelines.

Academic honesty is one of the guiding principles of this course and this means that students must acknowledge all their sources through correct citation and by using the Harvard referencing system.

Bibliography: You should use the Harvard Referencing System

**it assesses the following learning outcomes:**

1. analyze the principles, theories, concepts and dynamics of marketing;
2. apply these principles and tools in case study analysis;
3. develop planning, research, analytical and problem-solving skills through case studies of real business situation;
4. integrate the concepts & techniques learned through application in the preparation of case study analysis.

## Rubrics

	<b>Exceptional 90-100</b>	<b>Good 80-89</b>	<b>Fair 70-79</b>	<b>Marginal fail 60-69</b>
<b>Knowledge &amp; Understanding (20%)</b>	Student demonstrates excellent understanding of key concepts and uses vocabulary in an entirely appropriate manner.	Student demonstrates good understanding of the task and mentions some relevant concepts and demonstrates use of the relevant vocabulary.	Student understands the task and provides minimum theory and/or some use of vocabulary.	Student understands the task and attempts to answer the question but does not mention key concepts or uses minimum amount of relevant vocabulary.
<b>Application (30%)</b>	Student applies fully relevant knowledge from the topics delivered in class.	Student applies mostly relevant knowledge from the topics delivered in class.	Student applies some relevant knowledge from the topics delivered in class. Misunderstanding may be evident.	Student applies little relevant knowledge from the topics delivered in class. Misunderstands are evident.
<b>Critical Thinking (30%)</b>	Student critically assesses in excellent ways, drawing outstanding conclusions from relevant authors.	Student critically assesses in good ways, drawing conclusions from relevant authors and references.	Student provides some insights but stays on the surface of the topic. References may not be relevant.	Student makes little or none critical thinking insights, does not quote appropriate authors, and does not provide valid sources.
<b>Communication (20%)</b>	Student communicates their ideas extremely clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas with some clarity and concision. It may be slightly over or under the wordcount limit. Some misspelling errors may be evident.	Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed wordcount excessively and misspelling errors are evident.