

## Task

Individual project, each student will be assigned a different brand. Students may consider their brand from a global perspective or from their own country's perspective.

Use official cover provided on Moodle, table of contents and introduction. Each question should be clearly identified as a headline and answered as a separate section of the paper.

### Questions:

- Select 2 printed ads (billboards, ads in magazines or newspaper...) of your brand from 2 different countries analyze the differences from the message point of view, do you see cultural/ ethical differences?
- Your company is relaunching an existing product in the market. Which media mix do you suggest? At least 3 different media and remember to justify the answer.

### Formalities:

- Wordcount: 1,000-1,500
- Cover, Table of Contents, References and Appendix are excluded of the total wordcount.
- Font: Arial 12,5 pts.
- Text alignment: Justified.
- The in-text References and the Bibliography have to be in Harvard's citation style.
- Upload either MS Word or PDF to avoid Turnitin rejection.

**Submission:** Week 8– Via Moodle (Turnitin). Due date: 20th September, 11:59 pm (CEST)

**Weight:** This task is a 60% of your total grade for this subject.

### It assesses the following learning outcomes:

- Demonstrate understanding of the principles of media planning and the advertising principles.
- Understand the different uses of media related to the objectives of the campaign.
- Identifying the ethics and social responsibility in advertising.

## 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 (30%)</b>	Student demonstrates excellent understanding of Marketing key concepts and uses vocabulary in an entirely appropriate manner.	Student demonstrates good understanding of the task and mentions some relevant Marketing concepts and demonstrates use of the relevant vocabulary.	Student understands the task and provides minimum Marketing theory and/or some use of vocabulary.	Student understands the task and attempts to answer the question but does not mention key Marketing concepts or uses minimum amount of relevant vocabulary.
<b>Application (20%)</b>	Student applies fully relevant knowledge from the Marketing Management topics delivered in class.	Student applies mostly relevant knowledge from the Marketing Management 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 Marketing topics delivered in class. Misunderstands are evident.
<b>Critical Evaluation (20%)</b>	Student critically assesses in excellent ways, drawing outstanding conclusions from topics delivered in class.	Student critically assesses in good ways, drawing conclusions from topics delivered in class.	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 (30%)</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.