

M065 Coursework 2

Deadline: Friday of WEEK 12

The intended Learning Outcomes will be summatively assessed as follows:

Assignment	Description	MLOs addressed
Coursework 2	Individual Position Paper (2,500 words)	MLO 4-5
Please refer to the module handbook for specification for Learning Outcome details.		

Individual Position Paper (2,500 words)

In the groups, you create a NEW idea for an app focusing on a digital marketing improvement, solution or problem. For CW2 you are required to **answer the question below and write an in-depth paper using academic sources along with examples to support your stance for the success of your NEW app idea.**

“Critically explain the importance and how your NEW app has the potential to disrupt the chosen sector (e.g. Food and Beverage, Retail, Pharmaceuticals, Automobile). Why and how can this specific digital app will impact this sector successfully?”

Layout:

- APA style References.
- Your work should be word processed in accordance with the following:
- Font style, Arial or Times New Roman, font size 12
- 1.5 line spacing.
- The page orientation should be ‘portrait’
- Margins on both sides of the page should be no less than 2.5 cm
- Pages should be numbered