

B1158 Marketing and Consumer Behaviour

Diet 1

2023/24

| **Assignment medium: Academic Essay**    **Word limit: 2000 words (+10%)**  **Number of references: A minimum of 10 sources should be cited.**  **Referencing: Harvard Referencing System (as per *Cite***  ***Them Right*)**  <https://www.citethemrightonline.com/How-to-access>  **Format: Arial 11; 1.5 line-spacing**; both margins justified (except in the Reference List, which should be left-aligned and presented with 1.15 line-spacing)  **Submission medium: Electronic submission via Dropbox**  **Weighting: 100%**  **Anonymous marking: Yes**  **Submission date: 4 p.m., 11 December 2023**  **Front cover sheet: The pro forma on the module Canvas site**  **should be used where applicable** |
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**The Assignment**

**Assessment Overview**

The assessment of this module is achieved by one component, an **essay** that outlines and evaluates the marketing of a service organization via the Chartered Institute of Marketing’s methodology of the 7 Ps of Marketing

**2ND DIET SUBMISSION FOR THIS MODULE IS RESUBMISSION OF ORIGINAL WITH IMPROVEMENTS BASED UPON FEEDBACK RECIEVED**

**Assessment Task**

Choose a **service-**based business or organisation/brand, and conduct a marketing evaluation based around the “7 Ps” of the **services** marketing mix. **The Essay question is as follows…**

**How effectively does your chosen service-orientated organisation/brand implement the 7Ps of marketing in response to consumer and market analysis?**

**You are required to consider why they market the way they do.** This is implicit in the assignment task and will be a central consideration when a grade is being assigned. **Please refer to the marking criteria included in this brief for guidance about how this question should be broken down in your answer.**

**Note:** When selecting the service orientated organisation/brand, a general guide should be that a product is something which, once you buy, you own. A service is something which lasts only as long as someone or something is doing something for you.

**Please refer to the module Canvas site for a full account of the 7 Ps of services marketing provided by the Chartered Institute of Marketing**

All sources used in the compilation of your essay must be cited appropriately in the work and included in the reference list.

**Submission date: 11 December 2023. (Be sure to indicate matriculation number in submission)**

**Provenance of submitted work:**

Students are reminded of the purpose of lectures. Whether delivered in a lecture hall or as an electronic recording, the lecture’s purpose is not to provide ‘reliable answers’, but to guide students to appropriate literature where reliable answers may be found. The content of lectures may NOT, therefore, be ‘lifted’ and used by students in the completion of their submissions, nor should the lecturers themselves be cited on the basis of what they have presented in class (of course, their *published* work may be cited in the normal manner).

Recorded lectures or PowerPoint slides from ‘live’ lectures are made available to you on the module’s Canvas site so that you may view them again and benefit afresh from their guidance, not so that they may be used ‘as a source’ for submitted work.

**Marking Criteria**

| **Criterion** | **Possible Mark** | **Actual Mark** | **Comment** |
| --- | --- | --- | --- |
| **Identification of Marketing Interventions**  Identification of the range of marketing activities used by the chosen organisation/brand.  Explanation and illustration of *potential, ‘in principle’* uses of these activities.  Basic evaluation of *actual* uses of these activities. | **20** |  |  |
| **Consumer/Market Analysis**  Critical discussion of consumer behaviour in the market in which brand/organisation operates.  Identification and analysis of key market trends. | **30** |  |  |
| **Brand Marketing Evaluation**  Critical evaluation of chosen brand’s marketing methods in relation to consumer/market analysis.  The evaluation selects the key marketing methods and presents these in terms of their relative importance (‘importance’ to be measured by actual success rates and/or potential impact). | **30** |  |  |
| **Academic Writing**  Quality of the overall presentation in terms of its structure (it observes the protocols of academic essay-writing).  A coherent argument is presented and the discussion flows from Introduction to Conclusion in a coherent manner.  Ease of reading is recognisably prioritised, and the essay is characterised throughout by clarity of expression which derives from consistently accurate use of grammar, of punctuation, and of spelling. | 10 |  |  |
| **Referencing**  Rigour and accuracy of citation; accuracy of Harvard protocols in presentation of Reference List  Correspondence of Reference List with in-text citations. | 10 |  |  |

#### Guidance Notes:

Referencing and in-text citations:

To support students with referencing we have subscribed to Cite Them Right Online, which is a comprehensive online guide to referencing: <https://www.citethemrightonline.com/>

This is accessible with a QMU login.

See also the QMU referencing guide webpage, libguides.qmu.ac.uk/referencing.

Academic Dishonesty and Plagiarism: The submission should be original work.

##### Anonymous marking: The work will be marked anonymously.

Please note the following extract from the University’s Assessment Regulations:

*“20.1 A piece of written work which exceeds the specified word limit by 10% or more will receive a maximum mark of 40% for undergraduate or 50% for postgraduate programmes.*

*20.2 In each piece of written work where a word limit is identified, students are required to include and clearly state the total number of words used. The number of words counted should include all the text, references and quotations used in the text, but should exclude abstracts, supplements to the text, diagrams, appendices, reference lists and bibliographies.”*

Further issues in respect of presenting the work will be disseminated online or discussed in classes.

**University Grade Descriptions**

**Grade A\* 80% and above Outstanding performance, exceptionally able – pass**

* Articulates an outstanding understanding and interpretation of the relevant information, key theories and concepts presented by the assessment.
* Demonstrates outstanding knowledge of appropriate reading through extensive references to appropriate scholarly sources.
* Shows outstanding problem solving, creativity, originality, critical thinking, analysis and evaluation.
* Presents outstanding discussion in a logical, connected and progressing structure, and valid conclusions.
* Displays an outstanding ability to appraise evidence and synthesize concepts, knowledge and theory.
* Shows an outstanding reflexive awareness of value judgements and assumptions embedded in the subject or discipline.

**Grade A 70-79.9% Excellent performance – pass**

* Articulates an excellent understanding and interpretation of the relevant information, key theories and concepts presented by the assessment.
* Demonstrates an excellent knowledge of appropriate reading through frequent references to appropriate scholarly sources.
* Shows excellent problem solving, creativity, originality, critical thinking, analysis and evaluation.
* Presents excellent discussion in a logical, connected and progressing structure, and valid conclusions.
* Displays an excellent ability to appraise evidence and synthesize concepts, knowledge and theory.
* Shows excellent reflexive awareness of value judgements and assumptions embedded in the subject or discipline.

**Grade B 60-69.9% Very good performance – pass**

* Articulates a very good understanding and interpretation of the relevant information, key theories and concepts presented by the assessment.
* Demonstrates a very good knowledge of appropriate reading through references to appropriate scholarly sources.
* Shows very good problem solving, creativity, originality, critical thinking, analysis and evaluation.
* Presents very good discussion in a logical, connected and progressing structure, and valid conclusions.
* Displays a very good ability to appraise evidence and synthesize concepts, knowledge and theory.
* Shows very good reflexive awareness of value judgements and assumptions embedded in the subject or discipline.

**Grade C 50-59.9% Good performance – pass**

* Articulates a good understanding and interpretation of the relevant information, key theories and concepts presented by the assessment.
* Demonstrates good knowledge of appropriate reading through some references to appropriate scholarly sources.
* Shows good problem solving, creativity, originality, critical thinking, analysis and evaluation.
* Presents a good discussion in a logical, connected and progressing structure, and valid conclusions.
* Displays a good ability to appraise evidence and synthesize concepts, knowledge and theory.
* Shows a good reflexive awareness of value judgements and assumptions embedded in the subject or discipline.

**Grade D 40-49.9% Satisfactory Performance – pass**

* Articulates a satisfactory understanding and interpretation of the relevant information, key theories and concepts presented by the assessment.
* Demonstrates satisfactory knowledge of appropriate reading through some references to appropriate scholarly sources.
* Shows satisfactory problem solving, creativity, originality, critical thinking, analysis and evaluation.
* Presents a satisfactory discussion in a logical, connected and progressing structure, and valid conclusions.
* Displays a satisfactory ability to appraise evidence and synthesize concepts, knowledge and theory.
* Shows satisfactory reflexive awareness of value judgements and assumptions embedded in the subject or discipline.

**Grade E 30-39.9% Unsatisfactory performance – fail.**

* Articulates partial understanding and interpretation of the relevant information, key theories and concepts presented by the assessment.
* Demonstrates partial knowledge of appropriate reading through limited references to appropriate scholarly sources.
* Shows insufficient problem solving, creativity, originality, critical thinking, analysis and evaluation.
* Presents limited discussion of logical, connected and progressing structure with incomplete conclusions.
* Displays a limited ability to appraise evidence and synthesize concepts, knowledge and theory.
* Shows insufficient reflexive awareness of value judgements and assumptions embedded in the subject or discipline.

**Grade F 0-29.9% Unsatisfactory performance - fail.**

* Articulates little or no understanding and interpretation of the relevant information, key theories and concepts presented by the assessment.
* Demonstrates little or no knowledge of appropriate reading or references to appropriate scholarly sources.
* Shows ineffective or no problem solving, creativity, originality, critical thinking, analysis and evaluation.
* Presents ineffective or no discussion of logical, connected and progressing structure with incomplete conclusions.
* Displays little or no ability to appraise evidence and synthesize concepts, knowledge and theory.
* Shows little or no reflexive awareness of value judgements and assumptions embedded in the subject or discipline.