

# GUILDHALL COLLEGE



## ASSIGNMENT

**Module:** MARKETING

**Programme:** PGD IBM (Level 1 RMA/Resit)

**Issue Date:** 11 April 2011

**Submission Date:** 10 May 2011

**Place of Submission:** Nelson Street (UOG Programme Administration Office)

**Word Count:** 2,000 - 2,500 words, excluding relevant appendices and diagrams

### PLAGIARISM/COLLUSION

ANY ACT OF PLAGIARISM OR COLLUSION WILL BE SERIOUSLY DEALT WITH ACCORDING TO THE COLLEGE REGULATIONS. IN THIS CONTEXT THE DEFINITION AND SCOPE OF PLAGIARISM ARE PRESENTED BELOW:

PLAGIARISM IS PRESENTING SOMEBODY ELSE'S WORK AS YOUR OWN. IT INCLUDES COPYING INFORMATION DIRECTLY FROM THE WEB OR BOOKS WITHOUT REFERENCING THE MATERIAL; SUBMITTING JOINT COURSEWORK AS AN INDIVIDUAL EFFORT; COPYING ANOTHER STUDENT'S COURSEWORK; STEALING COURSEWORK FROM ANOTHER STUDENT AND SUBMITTING IT AS YOUR OWN WORK.

COLLUSION IS WORKING COLLABORATIVELY WITH ANOTHER STUDENT TO PRODUCE WORK THAT IS SUBMITTED AS THE INDIVIDUAL STUDENT WORK.

SUSPECTED ACTS OF PLAGIARISM OR COLLUSION WILL BE INVESTIGATED AS BOTH CONSTITUTE CHEATING AND CAN RESULT IN EXPULSION FROM THE COURSE AND COLLEGE

FULL REFERENCE DETAILS SHOULD BE GIVEN IN THE BIBLIOGRAPHY

UNACKNOWLEDGED PARAPHRASING MAY ALSO BE PLAGIARISM

IF IN DOUBT SEEK ADVICE

FOR FURTHER INFORMATION PLEASE SEE GUILDHALL COLLEGE'S GUIDELINES ON REFERENCING IN ACADEMIC WRITING.

## **Coursework Brief**

As firms increasingly seek to internationalise their marketing activities there is a growing consensus amongst marketing academicians and practitioners that culture is the most important element of the marketing environment to be considered when formulating the strategic marketing plan.

Outline the major determinants of cultural values and discuss how these give rise to norms of behaviour that affect business activities.

Write an essay outlining the major determinants of cultural values and discuss how these give rise to norms of behaviour that affect business activities.

### **NOTE**

**You should demonstrate a critical awareness of the relevant concepts and processes by referring to contemporary industry examples and provide an applied perspective.**

### **Submission**

- a. All coursework must be submitted to the programme administrator and a receipt must be obtained. Under no circumstances should other College staff/lecturer accept them.
- b. Without a receipt we will not be held responsible for any loss of assignments.
- c. The copy of the coursework submitted will not be returned to you after marking, though you will have access to feedback.
- d. You must also submit your Final One Page Turnitin Report with this assignment.

### **Good practice**

- a. Make backup of your work in different media (hard disk, floppy disk, and memory stick, CD etc) to avoid distress for loss or damage of your original copy.
- b. Make an extra hardcopy of your work submitted for your own reference or later use.

### **Extension and Late Submission**

If you need an extension for a valid reason, you must request one using a coursework extension request form available from the College. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

## Assignment Assessment Criteria

An assignment is likely to rank differently on various criteria; for example, significant originality may co-exist with poor presentation. It is not possible to state an exact weighting for each criterion

### Marking Scheme:

<b>Areas</b>	<b>Marks</b>
<b>Introduction</b>	<b>10 Marks</b>
Sets the question/topic against a wider background	
Clarifies the question topics	
Outlines the approaches taken in tackling the question/topic	
<b>Main Body</b>	<b>70 Marks</b>
Key points are clearly presented: <ul style="list-style-type: none"> <li>➤ Define culture and cultural values</li> <li>➤ Outlines the main determinants</li> <li>➤ Link between culture and marketing strategy, segmentation and positioning</li> </ul>	
The points are systematically backed up by facts/evidence/examples	
The points are illustrated by examples	
<b>Conclusion</b>	<b>10 Marks</b>
Brings together the main points	
Links back to the question/topic	
Clear conclusion(s) are drawn	
<b>Style and Presentation</b>	<b>10 Marks</b>
Makes correct use of grammar, spelling and punctuation	
Accurately lists the background reading	
Is within the word-limits specified	
Quotations and references to other works are accurately cited	
Any diagrams, figures or tables are properly labeled	

70%+	<ul style="list-style-type: none"> <li>• outstanding work which demonstrates near-complete mastery of the subject</li> <li>• very substantial originality</li> <li>• immaculate presentation</li> </ul>
60-69%	<ul style="list-style-type: none"> <li>• shows clear evidence of wide and relevant reading, creative and critical use of research material and sophisticated engagement with the conceptual issues</li> <li>• develops a sophisticated and intelligent argument with no significant weaknesses</li> <li>• demonstrates a rigorous use and excellent understanding of a wide range of relevant source materials, balancing appropriately between factual detail and all relevant theoretical issues</li> <li>• clearly demonstrates original thinking and a willingness to take risks</li> <li>• excellent standard of presentation</li> </ul>
50-59%	<ul style="list-style-type: none"> <li>• shows substantial evidence of critical insight and critical thinking</li> <li>• shows a very good understanding of the major factual and/or theoretical issues and addresses in depth the relevant literature on the topic</li> <li>• develops a focused and very clear argument and articulates a sustained train of logical thought</li> <li>• shows clear evidence of planning and appropriate choice of sources and methodology</li> <li>• very good standard of presentation</li> </ul>

40-49%

- shows evidence of critical insight and critical thinking
- shows a good understanding of the major factual and/or theoretical issues and addresses the relevant literature on the topic
- develops a focused and clear argument and articulates a sustained train of logical thought
- shows clear evidence of planning and appropriate choice of sources and methodology
- very good standard of presentation

30-39% **(Marginal Fail)**

- shows some awareness and understanding of the factual or theoretical issues, but with inadequate development
- misunderstandings are evident
- shows some evidence of planning, although irrelevant/unrelated material or arguments are included
- fails to develop a clear or coherence response to the question, but shows occasional knowledge or insight
- unsatisfactory standard of presentation

Below 30% **(Fail)**

- fails to answer the question or to develop a relevant argument
- fails to demonstrate knowledge or understanding of the key issues or arguments
- contains clear conceptual or factual errors or misunderstandings
- poorly presented