**Assignment 2 Brief**

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| **Module code and title** | Modern Marketing Communications |
| **Assignment title/No.** | Assignment 2 |
| **Grading percentage** | 12.5% |
| **Deadline/ Hand-in** | 15th April at noon. |

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| **Assignment Description:**  Individually you are required to write a short essay about the acquisition of Careem by Uber. Discuss how Uber should communicate with their **new** customers. Use materials and discussion that were learn in IMC classes in this essay. The word limits for this essay is 600. 10% plus/minus is allowed. Cases can be taken from the course text book. Alternative, there are case studies from adweek.com |
| **Project Learning Outcomes:**   * Understand how to use different message for different audience * Learn how to critically discuss a case study |
| **Tasks to be Covered:**  **Title:**   * A title that captures the contents of the essay   **Introduction:**   * Introduce the essay with brief information and the aim of the essay   **Main body**   * Very short introduce about Careem and Uber. * Introduce the acquisition and how it is important to Uber * Critically discuss how Uber should communicate with the new customers. * Show two examples from the literature and support it with arguments. * Reflection on your knowledge   **Conclusion**   * Recall the essay aim * Explain how it achieved * Summarise the main key points from the main body   **Referencing:**   * Harvard referencing is required when using any book, article, journal or online references in the assignment * It is highly recommended that you reference from a good quality journal article |
| **Additional Requirements:**   * Cover page, * Reference list and in-text citation (Harvard style) * Times New Roman font, size 12, 1.5 spacing * To be submitted via Moodle Dropbox |

**Referencing your work:**

Harvard referencing is required when using any book, article, journal or online references in the assignment

**Plagiarism and cheating:**

Your attention is drawn to the University’s stated position on plagiarism. **THE WORK OF OTHERS THAT IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE** (a list of references and bibliography must be submitted).

Please note that this is intended to be an individual piece of work. Ensure that you read through your work prior to submission. **For some assignments, you may be asked to use the University Plagiarism detection service ‘Turnitin’.** Action will be taken where a student is suspected of having cheated or engaged in any dishonest practice. Students are referred to the University regulations on plagiarism and other forms of academic irregularity. Students must not copy or collude with one another or present any information that they themselves have not generated.

Note: Late submission by one minute will be considered a one-day late submission, which will cause a loss of 1.5% for each day.