**Essay**

Over the entire course, students were equipped to learn business. The last two chapters deal with the marketing concepts of Product, Price, Place, and Promotion. The details in the essay should be drawn from the slides uploaded for you. In this assessment task, students are required to demonstrate not only their understandings about the marketing concepts but also their considerations of the implications for the business and their current/future role of marketing in business. Students should provide their thoughts, feelings, responses, reactions, opinions and ideas on the four P’s of marketing. You may also use sources of some scholarly articles to support your argument.

This assessment task will be marked out of 100 and is worth 10% of your total mark for the MGT 131 course. For information on how this task will be assessed, please refer to the attached Marking Rubric.

**Outline and word count of the Report**

**Introduction 80 – 100 words**

Introduce the topic with relevance to the current marketing scenario. Like how in the current situations corporate sector can best play the marketing tactics.

**Discussion 300 – 400 words**

Discuss in detail the techniques used by different corporations for promoting their sales. You may also refer to other journal articles. You can sub-divide the section intro four parts for better presentation.

**Conclusions 80 – 100 words**

Here you have to sum up your findings in the light of the discussion that you have made in the above section. Please make sure that there should be a clear link in your introduction and conclusions.

**Formatting**

Please follow the following link for understanding the format to be followed

<https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_headings_and_seriation.html>

**Due Date**

The assignment is due by Thursday 4th May. Students are required to upload their assignment as a Word doc or PDF on Black Board before or latest by the due date.

DO NOT COPY PASTE FROM SLIDES PROVIDED TO YOU

**Marking Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Trait** | **Unacceptable 10** | **Acceptable 16** | **Exemplary 20** | **Score** |
| **Introduction** | Having a vague idea of what the topic is all about and failing in addressing the objectives of marketing | Introduced the topic but failed to develop a detailed linkage in introduction and conclusions | Clearly introduced what you have done in the entire project with a clear linkage between introduction and conclusions | 20 |
| **Discussion** | **Unacceptable 25** | **Acceptable 40** | **Exemplary 50** | **Score** |
| No headings and having a vague discussion about marketing | Divided into headings but missing the core contents as mentioned in the slides | Clearly identified, discussed, and divided into headings and coved the topic properly. | 50 |
| **Conclusions** | **Unacceptable 10** | **Acceptable 16** | **Exemplary 20** | **Score** |
| Concluding the topic in a vague manner without any kind of linkage and without and flow of writing | Properly concluding the topic but failing in linking the conclusion with introduction section | Properly concluding the topic and linking the conclusion with the objectives mentioned in the introduction section | 20 |
| **Formatting, Reference, arrangement, and language** | **Unacceptable 5** | **Acceptable 8** | **Exemplary 10** | **Score** |
| No format being followed and using enters just to increase the number of pages while writing with grammatical mistakes | Properly using APA headings while writing in proper English with proper flow of writing but developing report without citations | Properly using APA headings and giving proper citation, while writing in proper English with proper flow of writing | 10 |
|  |  |  |  | 100 |

10%

**Good Luck**