

# Institute of Management Studies (IMS)

## Undergraduate Assignment Information Form

**Date:**

16 January 2023

**Module title:**

Coding for Marketers

**Module lecturer and tutor details:**

Taylor Rockhill, tr19@soas.ac.uk

**Assignment information (e.g., background info, assignment question, further advice):**

Portfolio Project 1: In a country of your choice, choose a current topic and develop the following: An argument demonstrating what, in your opinion, is causing the phenomenon driving your topic. For this portion of the assignment write a literature review, where you demonstrate that you have done research on the topic of your choice, the context, and where the current debate lies. You will also use the literature review to point out a 'gap' in the current literature and address how your research and this essay will address the 'gap' in the literature.

**Key/suggested references:**

JSTOR, Ebscohost, Google Scholar

**Tutorial details (e.g., time, room, preparation needed):**

N/A

**Word limit:**

1,000 words  $\pm$  10% max.

**Referencing style (e.g., APA, Harvard):**

Whichever you choose, but be consistent. Use Zotero or Mendeley to better manage your sources.

**Submission date and time:**

3 February, 12:00 PM.

**Submission details:**

Please submit via the online link on the module page and include the following information on the front page of your submission:

- Student ID number
- Programme of study (e.g., BA Economics)

- Module (i.e., Introductory Economics)
- Date
- Assignment title
- Word count

**Marking scheme:**

Marking will be in accordance with the general IMS undergraduate marking rubric:

1. Structure. (Is the structure clear and material presented in a well argued, coherent and synthesised manner?)
2. Writing Style. (Is the writing fluent and of a good standard with few errors in spelling, punctuation or grammar?)
3. Level of Reading. (Is the topic well researched and supported? Is there evidence of using a range of high quality sources?)
4. Quality of Referencing. (Is the work appropriately sourced? Are the references well formatted and written up accurately and consistently?)

**Any other information:** The most important thing here is I feel you have adequately demonstrated research skills. You have chosen a country, and a suitable argument upon which to build the rest of your project. Do not worry about statistics/math's yet. Just focus on the literature around your topic, as this will provide the 'grounding' for your later data analysis.