

Institute of Management Studies (IMS)

Undergraduate Assignment Information Form

Date:

16 January 2023

Module: 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 3: Using what you've gathered in the first two portfolios, analyse the data you've gathered. If applicable, use a standard Ordinary Least Squares (OLS) linear regression. Regardless of whether or not you use a regression, present charts, and if you do use a linear regression present a (clean, 'human friendly') regression table. Interpret the charts and (if applicable) the results of the regression. Outline (using sources you have cited in your first portfolio) how the data supports your argument. If you use a linear regression, outline whether your hypothesis has been proven, and what this implies for your argument.

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:

17 March, 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: This is the 'results' phase of the research process. This is where you prove to me that you can combine the information you've gathered so far into one coherent argument.