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 2: In a country of your choice, choose a current topic and develop the following:
A testable hypothesis using two to three variables that demonstrates at the minimum correlation regarding your topic. Choose two to three variables (from the World Bank database) you think are important to prove your argument. Write 500 words on why chose these variables, why the World Bank is a good but potentially problematic source of data. Finally, write on the pros and cons of doing a standard linear regression for data analysis.

Key/suggested references:
World Bank Meta Data Glossary (as found on Moodle)

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

N/A

Word limit:
500 words ± 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 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 not just that you choose your variables, but that you can tell me why you chose those variables. Further, demonstrate to me that you are thinking critically about where we are getting the data from, as well as the calculation methods we will use later.