

COMMRC 1732 MARKETING EXPERIENCE ECONOMY

Assignment 2: Reading Report

At a glance

- A reading report on one of the academic articles listed in the Course Overview
- 1500 words, single-spaced and double-sided
- Worth 25% of the course grade
- Hand-in date: Thursday March 7th

Rationale. Before embarking in more detail on your individual projects towards the end of this course, you will accomplish an initial literature review in the area, using the suggested reading for the week as a launch platform to find other related academic material. This task will be a useful waypoint in formulating the Essay Plan, the third assignment. You will exercise independent scholarship in comprehending and summarizing the arguments of the main suggested reading, and finding related material that can help criticize, contest or advance those arguments.

Instructions. Select one of the articles or book chapters listed on the last page of the Syllabus, although the updated Course Overview document is more up to date and available from the Wiki.

What topic? First, choose a topic that's most related to where you want to go for the final essay, or one that you are likely to find useful for later assignments. But not the same topic as you were assigned in your groups – it would be more worthwhile for your research to investigate a separate yet related topic.

What text? Choose a reading that has an asterisk – these are generally not found in the main textbook for the course. If in doubt, ask me. Again, avoid texts already covered for Assignment 1.

When to hand in? The Syllabus specifies February 28 but because of interruptions it would be fair to extend this to Thursday March 7th. Hand it in physically at the end of class.

What do I write about? Summarize the main argument(s) of the chosen text in a way that mirrors or contests the ideas presented in the lecture classes. Investigate related academic readings, either other texts in the Syllabus, other texts mentioned in your chosen reading, or other related material that you have independently found through PittCat+, Google, etc. The Report should therefore be a 'literature review' which guides the reader through unfamiliar territory, relating the ideas and/or arguments to the wider field.

Do I write this individually? The Report can be done either individually or in pairs. If individually then 1500 words. If in pairs, then 3000 words for the final report.

Do I include a Bibliography? Yes. This is essential for each Report. Proper citations and referencing are required in Harvard format [e.g. Name (year)], without footnotes, so that the academic sources you have consulted are listed with full details at the end of the essay in a separate Bibliography (list of references).

Can I have sections like Introduction, Conclusion etc? Yes, this would be a good idea. An Introduction can explain your selection of main text and why/how you chose the related texts. A Conclusion can summarize any criticisms or your attitude to the group of texts you have chosen, and identify any gaps in research or questions that could be addressed in future research – i.e. your final essay.