

# 1732 MARKETING EXPERIENCE ECONOMY

## Assignment 3 Handout

- **Essay Plan including proposal, methodology, and detailed case study for Final Essay.**
- **1-3 pages, single-spaced, double-sided. 10% of Course Grade. Hand in April 4.**

The hand-in date for the final project essay is April 16<sup>th</sup>, just under four weeks from now. To consolidate the academic readings and research on case studies and examples you've already done, and to prepare you for this essay, the next assignment is a detailed Essay Plan. Time should be spent planning the essay carefully. If you haven't done already, select an appropriate topic, conduct preliminary research by gathering both *academic* and *non-academic* sources, and produce a 2-3 page document to submit in class on April 4<sup>th</sup>.

The week following the hand-in, class activities will revolve around the Final Essay and the Essay Plan. Tuesday's class (April 9<sup>th</sup>) I will provide a detailed overview of Assignment 4, and you will get a chance to discuss your Essay Plan in groups and provide feedback on each other's Plans. This way, we can help each other out by providing suggestions, ideas for case studies, and articles or books that we have read or encountered that will help you make your case in the Final Essay.

A good model for the Final Essay, and therefore a strong basis to organize the Essay Plan, would be something like this, although feel free to adapt to best fit your topic:

- i) **Introduction** - introducing the topic or particular staged experience you are concentrating on, and announcing any hypothesis you are proposing or testing out. Where/who does it come from?
- ii) **Overview of the literature on this topic** - introducing some academic studies of this area based on your reading so far. List and briefly justify your selection of literature, and explain how they are related to your overall argument. This should be easily adapted from Assignment 2 – modify the selection to better fit your hypothesis and/or examples at this stage if necessary.
- iii) **Choose and justify your Case Study** – focusing on the staging of experience, identify ONE marketing campaign for a branded product line, examined through a selection of media (print advertisements in newspapers or magazines, websites, social media, product placement), and/or something you have experienced yourself through the retail channel, stealth marketing, interactive media etc.
- iv) **A Methodology** – Explain how you will approach the staged experiences, the media or materials in the case studies, and how you will perform detailed analyses of them. This should be apparent given the academic reading and research you have done already. For example, a study you may have read analyses news coverage or use of online resources for an effective marketing campaign: you can adopt, adapt or modify these approaches for your own ends.
- v) **Conclusion** – from your readings and analyses you can consider how it might feed back into i) initial hypothesis and ii) literature review. In the Final Essay you will summarize the process and suggest future areas of inquiry. At this stage you can only suggest other research questions or ways this might modify or add to the literature, or further your hypothesis.
- vi) **Bibliography or Works Cited** – based on sections ii) and iii), list the academic and non-academic sources in full at the end.

Overall, tighten the material into a plan or 'map' that you can easily build from over the next few weeks into the final essay. Citations of academic texts and references for an appropriate case study are *crucial* here, to show your pathway and do some of the conceptual labor ahead of the final essay. So start thinking about the ideas, the readings, the case studies right *now*. This assignment will form a useful stepping-stone to the Final Essay (Assignment 4) as a result.