

1732 MARKETING EXPERIENCE ECONOMY

Assignment 4 Handout

- The Final Essay of between 2000-3000 words, worth 40% of class grade
- It should capitalize upon your previous literature review and apply ideas from there to a detailed marketing case study or staged experience
- Analyze materials from the case study and explain your approach to them in a distinct methodology section
- It is to be emailed to me on Thursday 18th April (by 11:59pm at the latest)

The Submission Procedure (*read this carefully*)

- All essays are to be emailed to paterson@pitt.edu by the close of Thursday 18th April.
- Put the words "1732 Final Essay" (minus quotes) in the 'Subject' line. Name your file with your Family name, initial, and "Final Essay" [e.g. "Paterson M Final Essay.doc", minus quotes].
- Documents should be in Word or PDF format and *not exceed 3000 words* (excluding Bibliography). Electronic submission means the wordcount will be visible to me.
- You are welcome to include images, either inline or as an appendix, but make sure that the final filesize is no more than 2MB. You might need to compress the images or reduce them *before* inserting them into the document.

Rationale

By now you have found examples or case studies through the presentation (assignment 1), found relevant literature through the reading report (assignment 2), and produced an essay plan (assignment 3) which pieces these together. The final stage is therefore the final essay which expands upon the essay plan and should therefore be relatively straightforward – you've done most of the work for it already.

Format

- The 2000-3000 word essay should be typed, spellchecked and grammatically correct.
- Do *not* use double spacing. Line spacing of 1 or up to 1.5 is acceptable.
- The citations and reference list should be either in MLA or Harvard format. (Harvard is the format used by Pine & Gilmore, if you need to check; in other words, don't reference texts as footnotes but as Name and Year, e.g. 'Paterson 2007' for paraphrasing and 'Paterson 2007:34' for quotes with page numbers).

Structure

The Essay Plan offered a strong basic structure to work with, but feel free to alter what didn't work in terms of both the structure and the actual content at this stage, to improve upon it. Just like the Essay Plan, a good Final Essay will incorporate the following elements:

- i) **Introduction** - Announcing the topic or 'staged experience' you are concentrating on, and introducing any hypothesis or research question you are proposing or testing out. What marketing campaign or experience is involved, and why is it of interest? How will you frame it or approach it theoretically?
- ii) **Literature Review** - Introducing some academic studies of this area based on your reading so far. Summarize the most significant arguments and explain how these texts feed into or shape your overall argument. You have a head start with Assignment 2, the Reading Report, but your ideas may have changed, or you find new literature, so bring this up to date.
- iii) **Explain your choice of Case Study** - By now you have chosen a case study (i.e. an extended example of a marketing campaign or branded, staged experience) that is of interest to you. Please focus on one particular campaign or experience rather than a whole organization or set of loosely related examples. 'Coca-Cola' or 'Disney' is obviously too broad, so what *particular campaign* or set of *staged experiences* will be examined in detail? You cannot do justice to a broad topic in a 2-3000 word essay, so the trick is to 'zoom in' to detailed examples that best illustrate the ideas you've read about. Furthermore, the chosen case study might include a specific campaign covered across a variety of media (newspapers, magazines, websites, TV, social media), or something you have observed or participated in yourself. In other words, the case study will have a range of associated material that you can analyze.
- iv) **A Methodology** - Explain *how* you will approach the media or materials in the case studies, and *how* you will perform detailed analyses of documents, texts, other media, or experiences. This should be apparent given the academic reading and research you have done already. For example, a study you may have read analyses social media resources for an effective marketing campaign: you can adopt, adapt or modify these approaches for your own ends. Alternatively, you have conducted interviews or focus groups with consumers or friends. Basically, you need to demonstrate to me that you have considered *how* you are analyzing the case study materials or experiences.
- v) **Conclusion** - From the analyses of the case studies (iii & iv) you can consider how it might feed back into, or modify, i) initial hypothesis and ii) literature review. In this Final Essay you can reflect upon the fit of research question, academic literature, and case study. In this section you might 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 at the end. Journal articles must have the journal title they were published in and *all* necessary publication data (year, volume, issue, page numbers). Any URLs must be listed here in full.

Lastly: If in doubt, talk to me!

If you are under any doubt about the suitability of your topic, case studies, hypothesis or analysis, I will be around in my office hours as usual (Tuesdays and Thursdays, 12-1pm) but also available in my office in the scheduled classroom hours next week. Do not expect an immediate response outside of office hours in the run-up to the deadline, but I will do my best to reply in a timely fashion.