

## COMMRC 1732 MARKETING EXPERIENCE ECONOMY

### Assignment 1: Presentation

Assignments throughout this course are ideally cumulative, starting from an initial interest and idea in one aspect of marketing and the experience economy to develop, through a series of assignments, into a larger final written project of your own choosing. The purpose of these presentations is therefore to kickstart your independent research process, connecting ideas from readings and the class discussions to your own independent research and marketing case studies.

**Assignment 1 is a group-based presentation on a topic that you have selected and has been timetabled. It will be for roughly 20 minutes with 20 minutes discussion, and worth 15% of the final class grade. You will do this in your groups.**

Feedback from your presentations in class by your peers, and with more formal written comments by me, will help you in the next assignment stages. Between now and assignment 4, feel free to approach me in class or in office hours with potential ideas and ask for advice on writing/presenting strategies.

#### *At a glance...*

##### **What do you have to do for Assignment 1?**

- A 20 minute audio-visual presentation (worth 15% of your total course grade)
- Presented in your groups
- Timetable of presentations is on the 'Assignments' page of the Wiki
- Each member of the group must speak and will be individually graded
- The group will receive written comments from me by email with a group grade
- After presenting, each group then opens out discussion to the class through a series of 4-6 carefully composed questions, and conducts the discussion

### GRADING CRITERIA

The following is a list of things I am looking for in your group presentations, which will guide my grading:

- How well are the main themes and arguments summarised and articulated? Is there a coherence to the argument and the presentation as a whole?
- How suitable is the selection of campaigns/brands/product lines for the case study, and could there be alternative interpretations, analyses, or ways of telling the story?
- How well academically researched is the presentation, and how suitable are the ideas or concepts for the examples used?
- How well does the presentation set up a series of issues and debates for later discussion, and how does the student/group handle questions?

## RECOMMENDATIONS

1. *Practicalities.* Meet as a group, physically, in person, as soon as possible. Then arrange a workable method for ongoing collaboration. You can then arrange a schedule and means of continued communication. A group coordinator who has contact details might be a good idea, someone responsible who can shepherd the group and/or allocate tasks.

2. *Select examples.* In your group, brainstorm possible examples within the case study, and select or elect a particularly strong example of a product line, brand, marketing campaign or retail experience that you can explore in detail. While the titles for each week are broad, you need to narrow down the case study in order to retain a focus throughout the presentation. If in doubt about the suitability of the example, talk to me.

3. *Do research.* This is your chance to do some independent research on this topic. For that you must distinguish between *academic* and *non-academic* writing. As a group you will read and annotate 2-3 pieces of academic writing, such as books, chapters in edited collections, or articles from peer-reviewed journals. In addition you are welcome to use non-academic materials like advertisements, newspaper or magazine articles/features, and references to other media to illustrate your ideas or overall argument. Information from reputable websites may also be used, as supporting material rather than core research.

4. *Presenting.* Make sure each person speaks for an equal time, as your contributions will be graded individually. The group will also be given a mark as a whole for the purposes of the class. Therefore it is in your interests to make the presentation cohesive, fluent, and not seem like a disconnected series of observations produced by individuals. It should come across to the audience like a coherent mini essay, so that your research, analysis and observations are bound together through an overarching narrative, story, thesis or 'argument'.

5. *Discussion.* After your presentation you will open up the discussion to the rest of the class and chair questions and answers. A slide with 4-6 questions or points for discussion would help this process. Assume everyone in class has done the week's reading, so some questions based upon the academic content are encouraged. Be prepared to answer questions from the audience too.

6. *Equipment.* Use whatever audio-visual aids you want, including PowerPoint or flip charts or card indexes. It is a good idea to rehearse in advance so that you make best use of the time available, including questions and answers in the class. There will also be an opportunity for your classmates and myself to provide feedback and suggestions directly afterwards, and this feedback will be useful to develop your ideas and analyses ready for future assignments, including the final essay.

**Good luck. Read around the topic, have fun. Come talk to me in my office hours if that helps: Tuesdays and Thursdays, 12-1pm.**