

Contemporary Marketing Issues Reading Package, 6 cr
Periods I-V, 2022-2023

Course staff:

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1. How to complete the course?

Basics: This is an independent and self-directed course that a student completes by reading a package of articles and by writing an essay. Each package consists of about 8-12 (bachelor) or 15-20 (master's) articles. A student may replace max two articles within the reading package. However, responsible teachers must approve all the changes. In this case, email your request to the teachers. The student may choose the package based on which the essay will be written. After carefully reading the package, the student will write an essay that outlines the primary themes from the readings. In the essay, the student must have a clear argument that has a thematic breakdown through the package. In other words, a mere summary of articles will not be approved.

Your course transcripts will reflect the topic that you choose.

For example, your transcript could read:

MARK-C2022 Contemporary Marketing Issues: Sustainability and CSR

MARK-E2022 Contemporary Marketing Issues: Sharing, access-based and collaborative consumption

The workload of the course is planned to be as follows:

- Reading articles (60 h)
- Writing a final essay (100 h)

Learning objectives:

Upon the completion of this course, the student will have gained:

- Advanced knowledge on a contemporary marketing topic of their choosing
- Sharper critical thinking skills
- Experience in crafting an academic essay
- A deeper understanding of how analytical thinking help in the field of marketing

IMPORTANT!

- Complete **all the assigned readings** in your chosen package.
- Discuss **all the assigned readings** in the essay (but you can focus on certain pieces of literature more than on others)
- State the scope and objective of your essay clearly and demonstrate you have met them in your argumentation.

2. General Instructions for the assignments

Format:

- Indicate your name and student number on the front page of your submission.
- Name your file to indicate the course code, “reading package type” of the assignment, and your Last Name. E.g., “**MARK-C2022_Pricing_Yoon**”
- In your essay, use 12 Times New Roman and spacing 1,5.
- Please submit your work as a pdf file.
- Use references to indicate whether you are speaking from your point of view or referring to another source. Use a separate reference list at the end of work.
- **References should be cited properly according to a referencing system of your choosing (e.g., APA or Harvard). Please pay extra attention to following the rules of the chosen system. Thus, do not mix e.g., APA and Harvard citations in the same document.**
- **Stick to the defined page or word counts.** In this case it is **10 pages of written content**, not including the title page, references, and images/tables/figures. **Only content provided within the given assignment-specific instructions will be graded.**
- **Make sure your essay has a proper structure including an introduction, discussion, and conclusion sections.**

Timeline:

Period	Essay Deadline	Introduction Lecture
I	21.10.2022	No Introduction Lecture
II	9.12.2022	24.10. at 10:15 AM (Online)
III	17.02.2023	09.01. at 09:15 AM (Online)
IV	06.04.2023	No Introduction Lecture
V	02.06.2023	No Introduction Lecture

Grading:

IMPORTANT! PLEASE, read the grading rubric before you start writing your essay. The grading will strictly follow the rubric. If you have questions, please ask well in advance. While writing the essay, check and double-check if you are addressing all that is asked of you in the grading rubric.

In general, we will evaluate your work based on the following questions:

- ***How logical is the flow of argumentation and how well the arguments are justified?***
Build a logical flow of argumentation (built upon the overarching content of the articles) to develop a convincing storyline. You may use examples to illustrate and support your line of reasoning.
- ***How visible and multifaceted is the respondent's reflection?*** Reflect on your thoughts and surrounding environment (e.g., discuss the pros and cons of an issue). Try to provide a convincing rationale for suggestions or evaluations that you may give. You are encouraged to give such in all reflection assignments.
- ***How coherent and grammatically fluent is the essay?*** Use clear, easy-to-understand language and submit structured and organized texts. Before submitting your texts, read them thoroughly and pay attention to their readability. If you cannot make sense of the core idea of your sentences, there is a huge possibility that the reader will not understand them either.
- **Make sure that you have understood and reflected on the core points of the readings.**
- ***Excellent*** answers typically precisely cover the overarching theme of the reading package, clearly define relevant concepts using easy-to-understand language, develop a coherent line of argumentation, and offer concrete implications which are meaningfully substantiated. Most importantly, the writer should show their ability to critically deal with the subject of interest by including their own grounded, personal assessment of the matter (e.g., by discussing the pros and cons of an issue). Typically, these answers offer insightful thoughts and arguments, that are elaborated and well justified. In general, these answers show unambiguous and throughout work. ***Very good*** answers are usually close to excellent answers but lack some core elements.
- Answers that get grades below excellent or very good typically discuss the topic on an overly general level, essential concepts or ideas are dealt with narrowly, or something essential is left unaddressed. For example, some questions may lack answers. In these answers, the student may also show that the readings were not entirely understood and distinguishing the central from the less essential was not always demonstrated. The answers might also be too short taking into consideration what is requested. Typically, ***good*** answers have elements from excellent or very good answers, but they also include some deficiencies.
- We will check for plagiarism using Turnitin. In extreme cases of plagiarism, the submission might be declared invalid, and the candidate fails this part of the course. We suggest that you use the Turnitin self-check function before you submit your work. (More info: <https://wiki.aalto.fi/display/turnitin/>)

Grading Rubric

Measurable Attributes	0 -Insufficient	1-Sufficient	2	3 -Good	4	5- Excellent
Specification and justification of the essay's objectives and/or points of view	Provides very vague or no specification or justification of the essay's objectives and/or points of view	Provides limited specification and justification of the essay's objectives and/or points of view		Provides clear specification and justification of the essay's objectives and/or points of view		Provides insightful specifications and justifications of the essay's objectives and/or points of view
Review of literature	Reports on assigned literature without connecting it to the essay's objective, omitting key references	Reports on all of the assigned literature without connecting it fully to the essay's objectives		Reviews all of the assigned literature relevant to the essay's objective in an appropriate and comprehensive manner		Demonstrates critical thinking in reviewing all of the assigned literature relevant to the essay's objectives
Critical assessment of the content	Shows no evidence of critical assessment of the content	Does not go deeply into the critical assessment of the content		Critically assess the content, personal and general reflections are included		Critical assessment and abstract ideas are reflected through the use of specific details

Measurable Attributes	0 -Insufficient	1-Sufficient	2	3 -Good	4	5- Excellent
Academic style, language use, and readability	Uses non academic style; inaccurate language use interferes with reading and comprehension; citation format not observed, serious grammar and spelling mistakes	Uses sufficiently appropriate academic style; no substantial interference with reading and comprehension, citation format not always observed, grammar and spelling mistakes		Uses academic language fluently; minor errors may exist but do not interfere with reading and comprehension, some grammar and spelling mistakes		Meets academic writing standards, citation format consistently observed, no/very minor grammar and spelling mistakes
Consistency and coherence of the essay	Text is fragmented and unbalanced; problems with headings, paragraphs, and sections	Text is not fully balanced; does not really form a coherent whole; some problems with headings and paragraphs and section structure		Forms a balanced and coherent whole; headings, paragraphs and section structure typically support the overall coherence		Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation with neat headings and clearly structured paragraphs and sections

Tips for good academic essay writing:

1. Conduct a thorough reading of the materials
2. Take constant notes on the readings, summarize their main points to yourself
3. Compare and contrast the readings, identify themes that connect some or all of them
4. Also identify inconsistencies, differences, ambiguity, and problems between readings
5. Develop an objective or "viewpoint" for your essay; of what you want to convince the reader?
6. Outline your essay and think about what support and counterarguments you must present to argue your viewpoint
7. Write the essay; make sure you cite your sources correctly and consistently
8. Proofread, edit, and rewrite

Some DON'Ts:

1. Do not present a mere chronological summary of the articles.
2. Do not just present various themes *within* the articles – identify meaningful connections, compare and contrast the themes *across* the articles.

3. Remember: the essay's objective should never be vague, combative, or confrontational. A good objective is a definable, arguable claim. Your goal for this text is to convince the reader!
4. The essay's objective should be as clear and specific as possible. Avoid overused, general terms and abstractions.
5. **“Critical reflection” does not mean vague declarations of “I like /I do not like /agree with...”** Specify your claims and present clear arguments through evidence
6. Do not submit a “wall of text” – make sure that your arguments are structured and form a coherent whole. Use subheadings if and when appropriate.