Contemporary Marketing Issues Reading Package course

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MARK-C2022 & MARK-E2022

Aalto University School of Business

Department of Marketing

Period V, 2023-2024
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Agenda

- **Course practicalities**
- **The deliverables:** thematic comments on the content of the articles
- **Instructions for providing thematic comments**
- **Grading**

Course practicalities

Teachers-in-charge

- **Kseniia Lashkova**

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We will read our emails every day and will respond as soon as possible.

Please still keep in mind normal office hours and weekends.

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
- A deeper understanding of how analytical thinking help in the field of marketing

What are these courses for and about?

This course is for those who..

- are interested and motivated in learning **advanced or "hot" topics within marketing** ("couldn't get enough" in some course, want to pursue a career in the topic area…)
- are, for example, **working** and looking for **self-study courses**
- are looking for **good literature for their theses**
- want to improve their **writing and analytical skills**

End result

Student should choose one reading package and complete the course with the topic of the package.

Course transcripts will reflect the topic of your choosing.

For example, your transcript could read:

MARK-C2022 Contemporary Marketing Issues: Sustainability and CSR

MARK-E2022 Contemporary Marketing Issues: Consumer culture in the age of algorithms

Bachelor level topics

- Marketing Strategy
- Sustainability and CSR
- The Cutting-Edge of Influencer Marketing
- Pricing

Master level topics

- The cutting edge of digital marketing
- Consumer culture in the age of algorithms
- Value: The most important concept in marketing

Working environments

MyCourses page is used to perform the following tasks:

- Get familiar with detailed instructions for completing the course
- Read the articles within existing reading packages and make a choice of the package for completing the course
- Submit the choice of the reading package and follow the instructions of enrolment to the page of the reading package on Perusall platform by **03.05.2024 11:59 PM**

Perusall platform (app.perusall.com) **is used to perform the following tasks:**

- Provide thematic comments on the articles within the reading package using the website tools: the 1st part of the reading package should be commented by **22.05.2024 11:59 PM,** the 2nd - by **07.06.2024 11:59 PM**

Course milestones

Provide **2 comments per each article** in the 2nd part of the reading package
(Each comment should contain 100-150 words)

1.Submit your choice of reading package on **MyCourses**
2.Enrol to the chosen Reading Package course on **Perusall**

03.05.2024

Non-Negotiable Deadline!

07.06.2024

22.04.2024

Course Starts

Mandatory to complete the course!

22.05.2024

Non-Negotiable Deadline!

Provide **2 comments per each article** in the 1st part of the reading package
(Each comment should contain 100-150 words)

Week 1

Week 3

Week 5

Week 7

Reading the articles

Commenting the articles

Commenting the articles

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Deadlines and requirements

There will be no concessions to any of the deadlines for any reasons:

- If you fail to choose your topic by the deadline, you cannot have your work graded
- If you fail to provide comments for the articles before the deadlines, these comments will not be graded

Doble-check your enrollment information on Sisu:

- You need to be enrolled in the period in which you will be submitting the topic selection and comments. If you are not registered on Sisu, your work cannot and will not be graded
- Make sure you have chosen **MARK-C2022** if you are a bachelor's level student, and **MARK-E2022** if you are a master's level student

Be extra-mindful of the requirements and deadlines if you really need the credits by a certain date!

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The deliverables:
thematic comments on the content of the articles

Deliverable: thematic comments

Each thematic Reading package consists of:

- **15-17** articles – for bachelor's level
- **20-22** articles – for master's level

After reading the articles, the students will provide thematic comments about primary themes outlined in the articles:

- The work will be divided in two parts: 1) commenting on the **1st part** of the reading package; 2) commenting on the **2nd part** of the reading package

- The task is to provide **at least 2 comments** to **each article** within the package: you can both provide individual comments, and respond to other students' comments

Tip: commenting on other students' thoughts can be very beneficial, as it helps you, for example, provide critique while writing comments

- Each comment should contain about **100-150 words**

Tip: feel free to first use text editors that can calculate the number of words (e.g. MS Word)

- Students can and should refer to other articles within the reading package – in this case only **in-text references** should be provided

For example: (Gilbert, 2018)

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Tips to construct a good comment

Make sure you have time to read and write!

Tips for good comment writing:

▪ Take constant notes on the readings, summarize their main points to yourself

▪ Compare and contrast the readings, identify themes that connect some or all of them

▪ Identify inconsistencies, differences, ambiguity, and problems between readings

▪ Refer to other articles within the package & comment on other students' thoughts – it can help you provide more analysis and critique, as well as argue your point

▪ Develop an objective or "viewpoint" for the comment - what do you want to convince the reader about?

▪ While outlining your comment, think what supportive and counter-arguments you must present to argue your viewpoint

▪ Proofread, edit, and rewrite the comment, if necessary

Tips to construct a good comment

Some DOs and DON'Ts:

▪ Do not present a **mere chronological summary** of the content of the article(s)

▪ Do not just **present various themes within the articles** – identify meaningful connections, compare and contrast the themes across one and even different articles

▪ Remember: your comment should never be **vague, combative or confrontational**. You should try to provide a definable, arguable claim, as you want to convince the reader and initiate a meaningful dialogue

▪ "Critical reflection" does not mean **vague declarations of "I like/I do not like/agree with…".** Remember to specify your claims and present clear arguments through the use of evidence

▪ Do not submit **a "wall of text"** – make sure that your arguments are clearly structured and form a coherent whole

Common pitfalls and errors

Use the references:

▪ If in your comment to one article you refer to other articles in the package, you need to use in-text references/citations

▪ Use consistent referencing style throughout your comments

Take time to edit and re-read and repeat it:

▪ Helps avoid minor and easily fixable mistakes

Critical analysis and reflection:

▪ Often we receive a great summary of the article(s) but without much critical engagement or reflection about the text (particularly important for students taking the master's course)

Comment about something that interests you:

▪ Helps in nearly all areas and gives the comment a more focused narrative

▪ You can pick an phenomena, event, company etc., that relates to your chosen topic to comment about

Instructions for providing thematic comments in Perusall

Enrolment and working on the assignments

1. Go to **https://www.perusall.com**, click **"Login"**, then **"Register"**, and create an account with your real name & surname and Aalto email address.

2. Choose the option **"I am a student"**, join the course by clicking **"Enter enrollment code"** and by entering the **code** provided at the MyCourses page that corresponds to your Reading Package.

3. You can review the readings in the **"Library"** tab, and the assignments and deadlines in the **"Assignments"** tab. In order to start commenting on the articles, enter the **"Assignments"**, select the assignment, and click **"Work on assignment".**

5. To provide a new comment click one of the toolbar buttons in the upper panel: **"Annotate text"** or **"Annotate figure"** in the upper panel of the page, highlight the text or part of the article you want to comment on and enter the comment in the panel **"Current conversation"** on the right. Press Enter or **"Submit"** for the comment to be submitted.

Tip: The **"Annotate text"** mode allows you to highlight the part of the text you want to comment on, but some documents will not allow you to highlight the text – use the **"Annotate figure"** mode to manually highlight a part of the article in this case.

Tip: If you do not want to comment on specific part of the text, but on article in general – you can highlight any place on the first page of the article.

6. To reply to other students' comments or on the same part of the text, click on the highlighted text or part of the article that was commented, and enter the comment in the panel **"Current conversation"** on the right. If you are replying to other student's comment, you can mention a person by typing @. Press Enter or **"Submit"** for the comment to be submitted.

See the detailed instructions on the MyCourses page

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Written instructions and tutorial video from Perusall

https://support.perusall.com/hc/en-us/articles/360033995074-Getting-started

Tip: It is strongly recommended to watch **"Tutorial Video: Standalone Accounts"**

Enrolment codes for Perusall

Bachelor's level:

- *Marketing Strategy:* **CMIRP-V-BBDVU**

- *Pricing*: **CMIRP-V-RF7MX**

- *Sustainability and CSR:* **CMIRP-V-QJGH3**

- *The Cutting Edge of Influencer Marketing:* **CMIRP-V-9LCYQ**

Master's level:

- *The Cutting Edge of Digital Marketing:* **CMIRP-V-VJ9X2**

- *Consumer Culture in the Age of Algorithms:* **CMIRP-V-AKM9T**

- *Value: The Most Important Concept in Marketing:* **CMIRP-V-N9FUF**

Grading

Grading algorithm

Grading is perform using the following algorithm:

- Preliminary grade for every comment is suggested by **Perusal automatic scoring system** based on quality defined by machine learning algorithm
- If needed, every grade is **adjusted** by the course instructors based on the **grading rubric**
- All the scores obtained by a student are **averaged** for the final course grade

Tip: you can provide more than the mandatory number of comments, but the total grade will be averaged in the end

Every comment is evaluated with the following scale:

- **Low-quality:** corresponds to **0** in the grading rubric
- **Medium-quality:** corresponds to **3** in the grading rubric
- **High-quality:** corresponds to **5** in the grading rubric

! Please, do not provide any comments except for ones that are going to be graded, as the system will not distinguish them from the quality ones !

For example, do not leave comments like "sure", "thank you for pointing it out", etc. If you want to react to the other students' comments – just use the "thumbs up" tool in Perusall (see the instructions for the use of Perusall on MyCourses)

When scores are available, the student could see them by clicking "My scores" button on the course home page in Perusall

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Grading rubric

Measurable Attributes	0 Insufficient	1	2	3 Good	4	5 Excellent
Consistency and coherence of the comment	Text is fragmented and unbalanced			Forms a balanced and coherent whole		Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation
Critical assessment of the content	Shows no evidence of critical assessment of the content			Critically assesses the content, personal and general reflections are included		Critical assessment and abstract ideas are reflected through the use of specific details
Academic style, language use, and readability	Uses non-academic style; inaccurate language use interferes with reading and comprehension; citation format is not observed; word count is not observed; serious 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; word count is consistently observed; no/very minor grammar and spelling mistakes

Q & A

Q: Can I attend the course in more than one period, e.g. start the course in the Period IV and continue in the Period V?

A: No, if you wish to receive credits in another period, you will need to again: 1) enroll to the course on Sisu, 2) submit the Reading package selection questionnaire on MyCourses, 3) comment on all the articles in the current period.

Q: Are there any lectures in this course?

A: No, this is a self-study course.