**Subject: Marketing Management**

**DETAILED INFORMATION ON SUBJECT ASSESSMENTS**

**Assessment: Individual Essay Writing**

**Weighting: 20%**

**Length: 1500 words**

**Due Date: Week 5**

From discussions and material presented during lectures, write an essay to demonstrate your theoretical understanding and practical application of Marketing. Each student is to select **one** of the essay topics below and write an essay of **1500 words**, to be submitted in Week 5. The essay must be referenced with **relevant up-to-date sources.**

**(Please note that do not choose company such as Mac Donalds, Fast Food Companies, Coca Cola, Woolworths, Coles , Apple as it is common and has been used previously )**

**But instead you can choose companies like**

**Vegemite**

**Organic Food**

**Agriculture Sector**

**Wine industry**

**Meat Industry**

**Education**

**Events**

**Tourism**

**Oil(fuel)**

**Car Industry**

**Insurance Companies**

**Marking Criteria for Individual Essay**

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| --- | --- | --- |
| **Assessment Criteria** | **Maximum** | **Scored** |
| Discussion of relevant issues, theories and concepts for the chosen topic for essay | **8** |  |
| Demonstrated understanding, logic and reasoning evidenced in essay | **6** |  |
| Application of theories/concepts to industry/real products/services. And other relevant examples and ideas provided by the student to demonstrate an understanding of the theory | **3** |  |
| Style, structure, spelling, grammar, punctuation, referencing | **3** |  |
| **Total** | **20** |  |

***Note****:*This is an essay writing Assignment so please note that the **Harvard referencing** is must on this assignment . And also this assignment should be completed according to an **academic research.**

**And also note that the plagiarism on this assignment should be below 15% while preparing this assignment.**

And once u complete the assignment on a particular topic please let me know on what topic did you work out.

**Please find Topics and guide lines are on the Next attachment.**