



In academic
affiliation with



GULF COLLEGE – MUSCAT – SULTANATE OF OMAN

UNDERGRADUATE BUSINESS PROGRAMME

ACADEMIC YEAR: 2016 – 2017

Second Semester

Assignment

Module Title: Advertising and Public Relations

Module Code: BLB10019-2

Method of Assessment : Assignment

Weighting: 100%

Module Credits: 15

Level: 5

Teaching Block: 2

Morning / Evening Session: Both

Examiner: Ms. Buthaina Al Kharousi

Additional Information (if any):

MODULE TITLE: Advertising and Public Relations
MODULE CODE: BLB10019-2
MODULE LEADER: Ms. Buthaina
WEIGHTING: 100%
SUBMISSION DATE:

You should hand in **one** copy of your assignment by the time and date mentioned above to the appropriate 'hand-in location' at the Gulf College. Fill in the front cover (staple together with your assignment). **MAKE SURE** that you fill in all the relevant details on this form. An acknowledgement will be given to you upon receiving your assignment. This is your receipt, **keep it**. You can submit work by post, but you must send it recorded delivery. It must be postmarked two days before the deadline date and a copy must be kept by you in case it is lost in the post. Faxed assignments will **not** be accepted.

Assignments **must** be submitted by the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at the same time. In these circumstances work may be submitted up to 5 days only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 will be awarded.

WORD LIMIT: 2000 WORDS

Assessment Criteria

To achieve a 'Pass' grade of 40% or above

In order to achieve a **pass** grade the student will have demonstrated at least a satisfactory understanding of the concepts and principles of Advertising and Public Relations. The work produced must apply appropriate principles, concepts and frameworks in order to address the areas specified in the assignment. There should be also a clear evidence of research and reading, with reference to appropriate sources.

To achieve a grade of 70% or above

In order to achieve a grade of **70%** or above, as well as satisfying all of the outlined criteria for a 'pass', the student must demonstrate a detailed understanding and application of the concepts and principles of Advertising and Public Relations. The submission will be well

organised and contain all relevant data. It will show evidence of appropriate investigation including research from a range of academic literature and other secondary sources of information. Detailed answers will be given to each of the questions with appendices where appropriate. There will be an evidence of wider reading through appropriate supporting references.

The font type must be either Arial or Times New Roman with a size 12 font and with 1 inch (2.5 cm) margins at the sides with 1.5 line spacing. In addition you should include a separate front sheet by way of a list of the five portfolios you have chosen and you must also include a separate combined reference section at the end. All sources must be clearly referenced using the Harvard system.

State the number of words used at the end of your assignment. You may include diagrams, figures etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded. Please take this seriously

| | | |
|----------|--------------|--|
| Upto10% | Excess Words | No penalty |
| 11-20% | Excess Words | 10% penalty |
| 21-30% | Excess Words | 20% penalty |
| 31% plus | Excess Words | The work will be capped at a pass Ex.: 40% |

NB. None of the above penalties will be used to change a student mark which is above the pass mark, to one that is below the pass mark. Therefore the *maximum penalty* for exceeding the word limit will be a reduction to a pass grade.

This assignment will meet the following learning outcomes:

1. Consider the role and contribution of advertising and PR within the marketing mix (Knowledge & Understanding).
2. Explain the impact of the environment on decisions relating to advertising and Public Regulations (Application & Analysis).
3. Develop and evaluate an advertising/PR campaign (Learning & Communication)

Assignment Task

Conduct an inquiry within a company or organisation of your choice. You are required to write a 2000-word report that covers the requirements below:

1. Discuss the importance and nature of the advertising environment and evaluate its effects on the chosen company or organisation. (LO 1)
2. Evaluate the effectiveness of the advertising strategy employed by the chosen organisation. (LO 2 and LO 3)

Note: Provide headings and sub-headings in your script. Highlight your analysis / implications / assessment and / or evaluation

Assignment Marking Criteria

| | Criteria | Description | Weight |
|---|------------------------------|---|--------|
| 1 | Introduction | a. Background of the organisation (indicate only the important information about the organisation). | 5 |
| | | b. Identify and discuss briefly the focus of their advertising role in the society. | 10 |
| 2 | Advertising Environment | a. Identify and discuss two (2) advertising malpractices in the chosen organisation. | 10 |
| | | b. Critically analyse the effect of the two (2) advertising malpractices in terms of their market share or position | 25 |
| 3 | Achieving advertising design | a. Identify and discuss two (2) message strategies employed by the chosen organisation. | 10 |
| | | b. With the use of the two (2) message strategies, evaluate the impact or the effect of the two (2) advertising strategies as regards to their market position or share. | 25 |
| 4 | Conclusion | Summary of discussion and recommendations. | 10 |
| 5 | Reference | Implementation of Harvard Referencing System (minimum 10 references) | 5 |
| | Total | | 100 |

PLAGIARISM WARNING

Summary

- Plagiarism occurs if you use somebody else's work in an assignment or exam answer, but fail to state where you got the material from. You need to be also very careful about the amount of words you are using from somebody else's work.
- It can happen in any type of assessment where you are given the questions or tasks in advance.
- If another student uses your work in his/her answer(s), both you and he/she will be punished when caught.
- Punishments for committing plagiarism can be very severe.

The details

Plagiarism is a form of cheating in which students use the work of others and present it as their own. Staffordshire University publishes a fully detailed description of what the term 'plagiarism' means on the University's main web-site under the heading *Procedures for dealing with suspected cases of academic dishonesty*. We strongly recommend that you go and read the full document at the above address. Meanwhile, here is an extract of some of the relevant content. You will have committed plagiarism and may be caught, reported and punished (as described below) if you:

- Copy extensively from the work of others (from sources such as books, magazines, journals, web-sites for example) and submit the work as your own. NB It is acceptable to refer to the work of others as long as you do not use too much, and reference your sources properly. If you do not know how to do this, please follow the guidelines given in the document entitled '*Adding quotations and references to your written work*' at this web-site address: <http://www.staffs.ac.uk/schools/business/bsadmin/staff/s3/jamr.htm>
- Copy another students' work and submit it for assessment under your own name.
- Allow another student to copy *your* work and they then submit it for assessment under *their* name

This last item is of particular importance; few students seem to understand what it means. If, for example, you allow another student to borrow your work and they subsequently copy some of that work and present it as their own. You and they will *both* be punished even though someone else copied your work.

The risks of working with other students

Some assessment tasks are explicitly designed for group work, and it will be made clear that a group answer is expected from you. All other tasks are intended as an assessment of your *individual* comprehension and performance, and group answers are not permitted. In individually assessed forms of assessment your work must be different from that of every other student. Plagiarism can occur in assignments and any examination where the questions are issued to students in advance. In both cases it is possible for you to ask other people about how best to answer the questions or complete the necessary tasks.

You should be aware that *different modules* and subjects may have *different* requirements. In some subjects, answers to questions may, for example, require every student on a module to employ or refer to the same diagram(s), concepts, and the like in order to construct an acceptable answer. You should note, however, that even in these circumstances your explanations of what the diagrams mean, and any other writing referring to any common diagrams and concepts should all be *in your own words*. Moreover, the situation may be very different on other modules, where the submission of work that has a very similar structure, or the use of very similar materials such as concepts, diagrams, quotations and the like, to that of another student, may lead to you being accused of plagiarism. The picture is complicated and, unfortunately, it is not possible to give advice that is directly relevant to every module you study. If you are not certain about how to avoid plagiarism in any specific module, then rather than hoping and guessing, you should ask for guidance from the member of staff who delivers that module.

Our overall advice is straightforward; by all means discuss how best to answer questions or complete tasks with your colleagues, but when it comes to actually writing your answers

DO IT ALONE!

What happens if you are caught?

Examination Boards may punish offending students in any manner that they deem fit. Typical punishments Boards may choose range from reducing grades, making students re-sit modules, through to failing students on a module or an entire award. The University regards this form of cheating as a serious offence. Full details of the range of likely punishments can be found on the University's website under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'.

PLEASE CONSIDER YOURSELF WARNED!

**Advertising and Public Relations
BLB10019 – 2
2017
Marking Scheme**

Name: _____ Student ID: _____

| | Criteria | Description | Weight (%) | First Marker | Second Marker | Agreed Mark |
|---|------------------------------|---|------------|--------------|---------------|-------------|
| 1 | Introduction | a. Background of the organisation (indicate only the important information about the organisation). b. Identify and discuss briefly the focus of their advertising role activities in the society. | 15 | | | |
| 2 | Advertising Environment | a. Identify and discuss two (2) advertising malpractice happened in the chosen organisation. b. Critically analyse the effects of the two (2) advertising malpractice in terms of their market position or share. | 35 | | | |
| 3 | Achieving advertising design | a. Identify and discuss three (2) message strategies employed by the chosen organisation. b. With the use of the three (3) message strategies, evaluate the impact or the effect of the three (2) message strategies as regards to their market position or share. | 35 | | | |
| 4 | Conclusion | Summary of discussion and recommendations. | 10 | | | |
| 5 | Reference | Implementation of Harvard Referencing System (minimum 10 references) | 5 | | | |
| | Total | | 100 | | | |