# Mid-Term Project –

This mid-term project constitutes 50% of the marks available for this course.

In parallel with the developments in business environmnet such as the the sharp increase in on-line interaction among group/team members, this coursework requires group work, as well as individual evaluation.

As the project has an individual element it needs to be uploaded in the ITS Learning system by each student individually after the adding of the individual element in the last page of the project. The projects need to be uploaded individually in the system before the deadline ends. The submission of a project by the other members of the group is not sufficient. Failure to submit before the deadline will attract “0” zero marks. The system **does not allow late submissions** to be made.

The cover page of the project should list all the group members’ names and the student individually submitting the coursework needs to highlight her/his name on the list.

The ideal size of a group is between 3 and 4 students.

Master’s level projects require substantial time of collective study and effort. Hence, students are expected to form their groups early (in the first week or so) and report the names of the group members to the lecturer. Considering the time given and the fact that they are master’s level projects students are expected to submit projects high quality and professional level projects in terms of format, content, references, scope and depth.

**The Task:**

**Group Section (Maximum 1500 words) (43/50 points)**

Determine a consumer product/or service (not an industrial/B2B product) brand whose marketing communications messages are available on the Internet (e.g. in YouTube). The product/brand should a single product/brand not a product line. The product should not be specific to one country alone. The product needs to be known by all students that each of the members consumer or have the potential consume the product.

By analysing this product’s i) marketing communications messages (superficially its advertisements/commercials, and other communications messages – e.g. public relations, sales promotions and personal selling) ii) product elements (of the marketing mix) **over the years (in terms of the changes have been made)** in the light of the following topics covered in class, you are expected to prepare a project evaluating, critiquing the product’s marketing communications and product strategies. During the evaluation the strategies need to be linked to the concepts, topics and theories covered in the course, and need to be explained in terms of **what**, **how** and **why**.

The scope of topics is as follows:

* Perception, risk and control
* Learning and memory
* Needs, motivation and involvement

The explanations, evaluations, discussions, critiques and the recommendations need to be linked **clearly** to **as many as possible concepts, topics and theories**. The establishment of relationships between the topics, concepts and theories should show a significant level of understanding and cross-understanding of the topics, concepts and theories.

The students are also required to use recent **empirical evidence** from **respectable journal articles** to enrich their explanations and evaluations. The references used in the project should listed in the references section at the end of the project. The references are not included in the word count.

**Individual Section - 300 words (7/50 points)**

1. Please explain the contribution of this project and the process to you personally.
2. Please explain the project process briefly and specify each group member’s contribution to the project in terms of time and effort.
3. Considering your personal characteristics as a consumer please explain and discuss how the changes the brand has gone through over the years appeal or do not appeal to you. Why?

Please see the marking scheme.