

PUTTING TOGETHER FINAL PROJECT

There is a narrated PowerPoint presentation saved as a movie that can be accessed with the following link:

<https://www.youtube.com/watch?v=8yrrX88PIT4>

The transcript of that presentation is below.

Slide 1: Putting Together the Final Project

- Jacqueline Eastman, Ph.D.
- MBA Marketing Project

This is the final presentation to discuss the MBA Marketing Project.

Slide 2: Agenda

- Checklist for putting together the final MBA Marketing project
- Using Turnitin
- Final Suggestions

You are in the homestretch for completing the project. The purpose of this video is to give you a checklist and some last suggestions to follow as you finetune your project. This video will also discuss Turnitin (an originality checking software) that can be helpful in double-checking your citing of sources.

Slide 3: Final Submission Checklist

- Introduction
 - __The introduction makes the case for what is the topic, and why it matters, and what the paper will cover.
- Text Summary
 - __The text summary highlights key points the text makes about the topic and where there are gaps that the paper will address with the literature review.
- Literature Review
 - __The literature review is well organized, synthesizes key aspects of the topic, and highlights how the literature relates to each other as well as the text.
- Managerial Implications
 - __The managerial recommendations apply the discussion from the text and literature review to provide sound suggestions to managers.
- Reference List and Citing Your Sources
 - __APA style is consistently followed both in how ideas are referenced within the text as well as in the reference list.
 - __It is clear in the paper what is coming from the text, what is coming from the literature (and which source), and what are the group's original ideas. I would recommend utilizing Turnitin as a backup check.
- Writing Quality

–__The paper has been proofread with all typos, misspellings, and grammar errors fixed.

- Exhibits (Optional)

–__If you have included Exhibits that they are referred to within the text and are clear.

In going through the checklist shown in this slide, these items should not be new to you as many of them have been discussed in the previous videos about writing the Introduction/Getting Started with APA, Writing the Text Summary, Completing the Literature Review, and Writing the Managerial Implications section.

I do want to point out a couple of things. First, be sure to read over your project carefully – I would recommend having someone else read it over or having several different people in the group read it over. Something may make perfect sense to you as you wrote it, but to someone seeing it for the first time, it may be unclear or confusing. Also, I find a fresh pair of eyes can see typos/writing errors that I can no longer see after a couple of drafts of writing it.

Second, is while the Exhibits are optional, I highly recommend doing at least one as it can be source of extra points. If you do have an Exhibit, please label it clearly and also refer to it within the text so it makes sense when the reader sees it. For example, let's say you created an Exhibit that lists the key findings from each article in your literature, I would refer to that Exhibit early in the literature review section; same idea if you had an Exhibit listing all your managerial ideas for the managerial implications section.

Slide 4: Using Turnitin

- Turnitin is located within the Dropbox

–It is already enabled within the Dropbox and will run an originality report automatically.

–I would highly recommend before you make your final submission for me to grade that you submit a draft for yourself to check for originality.

–Make sure you title your file the same each time use Turnitin

- A good source for how to use/access Turnitin

–Georgia State University Technology Services Http:

[//technology.gsu.edu/2013/04/02/using-turnitin-in-desire2learn/](http://technology.gsu.edu/2013/04/02/using-turnitin-in-desire2learn/)

My intention with using Turnitin is for you to utilize it as a backup check on your writing to make sure you are citing the ideas found in your research and putting things in your own words as you synthesize the literature - as opposed to just having a series of quotes. I use Turnitin myself before I submit articles to journals to doublecheck. When using Turnitin to submit a draft, be sure to use the same name. When you submit your final project, just note in the comment section that this your final project submission. I've included a website from GA State that does a nice job of outlining how to use Turnitin that that may be helpful if you need more

information, but ignore their discussion of using GradeMark as we are not using that.

Slide 5: Using TurnItIn – The Originality Report

- Once you have submitted your paper the originality report will be generated.
- Click on the colored bar to view the report
- In-Progress means the system is processing it (this can take a while – hours - for a long report)
- If you can't see the report or see "in-progress", you may see an icon of a box with an arrow – that means you need to resubmit your paper (clicking on the icon will resubmit the paper)
- TurnItIn will work with a Word, PDF, HTML, Plain Text or Rich Text format
- TurnItIn will NOT work with Works, Apple Pages, Spreadsheets, PowerPoints, PDF images, files created from Google Docs or Open Office.

Once you have submitted your file, depending on the length of the paper, it may take a while for the originality report to be generated. I've had it take up to an hour though according to GA State Tech services, it can take over a day, but I have never seen that. Turnitin works with Word type documents but not spreadsheets, PowerPoints or Google docs.

Slide 6: Using Turnitin – Interpreting the Originality Report

- Great 6 minute video that explains this from the Library at the University of Salford
- https://www.youtube.com/watch?v=aiEXlqPZ_I0
- Will get a percentage figure (similarity index)
- Can relate sources to where discussed in paper
- Make sure not over-relying on quotes
- Can filter – References, small groups of words (such as four words)
- Focus on sources where match overview percentage is higher (i.e., don't worry about matches of source 1% or less).

I thought the short video (see link on the slide) from the University of Salford does a great job of explaining how to use and interpret the Originality Report. I would recommend using the filter function for references and small groups of words. Your reference list should be similar (which will drive up your similarity index) because your reference list has articles from the literature that others have used and cited so don't worry if that happens – that is normal and that is why I like the filter. In my experience, I have also seen small groups of words get caught for similarity, that are truly not a problem. For example, I have had my name on the title page caught for not being original (as I have published before – I don't think I am plagiarizing my name from an earlier article) or phrases that are common in research papers, such as "in this paper", "the literature suggests", "the managerial implications are" and so forth.

I know students want to know what the “right” number is to get on the originality report. There really isn’t a “right” number because no matter what the number is, I would recommend you check for larger highlighted blocks to make sure one is not over-relying on quotes and synthesizing the literature in their own words. My focus is using this as a check on writing and citing properly.

Slide 7: Final Suggestions

- Look over how your project is graded (see syllabus and grade sheet in the Project Module).
- Make sure you have addressed my comments that you have received earlier in the semester.
- Review past videos/transcripts if unsure about a section
- Make sure to submit your paper by the deadline.

Please let me know if you have any questions.

Finally, in the Project Module (and in the syllabus), I discuss how I will be grading your project so please be familiar with that (hopefully you have looked at that before this point of the project).

I would also stress that you utilize my comments/suggestions that you have received earlier in the term as I am expecting you to address those in your final version of the project as that was the point of my providing feedback.

If you didn’t understand or disagreed with my earlier feedback, you need to address that with me before you submit your final project for grading - not after you get the grade.

Please submit your project on time so you don’t lose points for being late.

Finally, please let me know if you have any questions. I know you have worked hard all term and I am really looking forward to reading the final version of your paper.

Take care,
Jackie Eastman