

## PROJECT OVERVIEW VIDEO MATERIALS:

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

<https://youtu.be/Vw-Y2cX-Ak>

The transcript of that presentation is below.

### SLIDE ONE: Overview of MBA Marketing Project

- Jacqueline K. Eastman, PhD.

Hi! I'm Dr. Eastman and the point of this narrated PowerPoint is to provide a brief overview of the MBA Marketing Project. I see this presentation as offering the "Big Picture" of what the Marketing Project entails. There will then be additional narrated PowerPoint presentations that go into specific detail about what to do/what I am looking for with the specific project elements.

### SLIDE TWO: Introduction

- This presentation covers the following
  - Present an overview of the MBA Marketing Project
    - Where this project fits in with course
    - What is the point of this project
    - What are the different elements of the project
  - Present overview of group work
  - Present best and worst practices
  - Present suggestions for how to get started
- Future presentations will cover the different elements of the project in more detail.

This Introduction slide outlines the topics covered in this narrated PowerPoint presentation.

### SLIDE THREE: MBA Marketing Project

- How this project fits in with the course
  - Bloom's Cognitive Taxonomy
    - Learning can range from concrete, basic level of knowledge to the more complex and abstract level of evaluation
    - Different elements of the course relate to different levels of learning
    - Knowledge and Comprehension: Exams
    - Application and Analysis: Discussion/Activities
    - Synthesis and Evaluation: Project

In setting up the course, I think of it in terms of Bloom's Cognitive Taxonomy in which some aspects of the course are more simple and concrete to balance the more time consuming complex and abstract work of the course.

I see the exams as the simplest element of the course (given the open book, unlimited time during the Module) and focusing more on knowledge and comprehension.

I see the discussions and other class activities as most focusing more on application and analysis.

I see the project as providing the highest level of learning focusing on synthesis (bringing together the parts and components of the different articles in the literature to form a whole and describe what that means for managers), and evaluation (making judgments about where there are gaps in the text and comparing/contrasting the different findings and viewpoints of the secondary research you found in your literature review).

#### SLIDE FOUR: MBA Marketing Project

- What is the point of this project
  - Give you the opportunity to look at a unique topic of interest
    - What do you need to get out of this course to benefit you?
  - Examine what the text covers and where are the gaps not addressed by the text
  - Find and synthesize up-to-the date information on the topic based on the academic and practitioner literature
  - Describe what this information means for marketing managers

The point of project is to give your group the opportunity to look at a unique topic of interest to your group to provide up-to-date information and application for both you and your classmates.

The idea is to find a topic of interest to you/your group, evaluate what the text says about it and where there are gaps not fully addressed by the text to then fill in those gaps with a detailed literature review that synthesizes what the academic and practitioner literature says about the topic and discuss what recommendations you would make to marketing managers based on what you have learned about the topic.

I would ask that you carefully review the syllabus discussion on the project.

#### SLIDE FIVE: MBA Marketing Project

- What are the different elements of the project
  - Introduction
  - Text Summary
  - Literature Review

- Managerial Implications
- References
- Exhibits

As shown in the slide, there are five major parts of the project that are graded. The last element (Exhibits) provides an opportunity to earn extra points (up to five).

I see the Introduction as being approximately one page, the text summary approximately two pages, the literature review approximately ten to fifteen pages, and the managerial implications being approximately two to four pages). In terms of references, I would aim for approximately fifteen sources with the majority coming from peer-reviewed journals. Your sources need to be cited APA style both within the paper as well as in the reference list. Anything in the paper that is not your group's original idea needs to be properly cited APA style.

#### SLIDE 6: MBA Marketing Project

- How is the project graded?
  - Quality of topic/Justification (Introduction): 10%
  - Text Summary: 10%
  - Literature Review: 50%
  - Managerial Recommendations: 10%
  - Reference List/Quality of Research: 10%
    - Must follow APA Style
  - Writing Quality/Organization of Paper: 10%
  - Exhibits: Up to 5 additional points

As the slide illustrates above, the literature review represents the largest portion of the project grade breakdown.

Up to five additional points can be added to the overall project grade for strong Exhibits that illustrate your ideas. These could include a table created to illustrate key ideas from the articles or a comparison to the text. This could also be utilized to highlight a key chart or table from one of your sources. If you do utilize Exhibits, be sure to discuss/note them in the paper where appropriate.

#### SLIDE 7: Overview of Group Work

- Project is intended to be a group project with approximately 5 members
- Can stick with group has used with previous courses or can change/form a new group
  - If have had past issues with group this needs to be addressed BEFORE starting project
  - Forming a new group is an option
- Need to carefully document what each member has contributed to project
  - Quantity and quality both important
- Individual grades on project impacted by Group Evaluation Form (See syllabus)

In grading the project, the group will get a group grade shown on the group grading sheet that will be posted on their group's discussion forum. Individual grades of the team members will be impacted by the group evaluation (to be posted on the group discussion forum and emailed to me). A copy of the group grading sheet and the group evaluation form are in the syllabus.

Some things to consider:

\*I consider others doing major rewriting of others' work to be doing more than a fair portion of the project and that those doing extra revision deserve more points.

\*In past projects over the years, the difference in grades within a group have ranged from 1 to 40 points as I strongly believe those that do not do their fair share do not deserve the same grade (note: the high end range of 21-40 points difference tends to be more infrequent than the 1- 20 point range).

\*For those students who need more help from their team, they need to be honest and acknowledge that. It does not mean that they are a bad person or even a bad student; it just means that for whatever the reason whether it be work or family obligations or background coming into the program, they need extra assistance. This needs though to be acknowledged though with the group evaluation process for the sake of basic fairness in setting individual grades for group work.

\*If there have been past issues with someone's quality of work being insufficient, that student needs to acknowledge that they may need to go through a couple of drafts on their own before they submit it to their team.

\*If you have writing quality issues, have someone else proof it for misspellings/grammar errors before submitting to the group. If a student needs extra help and guidance with their portion of the project, I will be happy to help them prior to giving it to the group (but they will want others in terms of proofreading so I can focus on content not typos).

\*I would highly recommend sending early deadlines so there is enough time for revision.

\*The point of the group evaluation process is to bring some fairness in setting the individual grades for the group work. I prefer the group to have this talk honestly and upfront (especially as it won't be a secret if the overall group grade differs from the individual grade). If the group would prefer to submit the evaluations instead on an individual basis that is an option.

\*Please let me know if there are any group issues that I need to know about upfront.

#### SLIDE 8: Best Practices

- Pick an interesting topic
- Start early and set deadlines for different portions of project
- Use Galileo for your research
- Use outlines to organize
  - Set up sections and subsections of topics
  - Relate sources to different topics
  - Submit outlines for review
- Make it easy for the reader to follow your paper
  - Headings/subheadings, Transitions/summaries
- Make sure paper is well written/flows well

As the slide notes, you need to find a topic of interest to you. You need set deadlines for the different portions of the project. In terms of doing the research for the literature review, use Galileo along with Google. I would highly recommend as you are coordinating the work among multiple sources and with multiple people to use outlines that you develop throughout the semester to help organize what you are doing and to ease the writing process. In writing the paper, make it clear to the reader what you are doing; use headings/subheadings to break up the sections, use introductory statements to make it clear how the paper/particular section is organized and transition statements to relate the previous discussion to the next major section of the project. Finally, carefully proofread your paper for writing errors and to make sure your ideas are clearly discussed. If you find something that someone else in the group wrote to be unclear, so will I.

#### SLIDE 9: Worst Practices

- Ignoring best practices
- Ignoring group issues
- Low quality research sources
- Writing paper like a book report
  - You must synthesize the discussion around topics not just provide summaries of articles
- Taking divide and conquer to an extreme
  - The sum must be greater than the total of its parts
- Expecting group members to do major revision of your work
  - If the group has to do a major rewrite to get your portion to get to the needed quality, you have not done your fair share

As the slide illustrates, here are some things to avoid in doing the project. You need to find high quality research from peer reviewed academic and practitioner sources. While a blog post or popular press article might be useful in setting up the topic in the Introduction or to highlight an example that should not be the bulk of your sources.

Another common error is writing the literature review like a book report with each paragraph discussing a separate article with no comparison/contrast across articles. You need to organize your literature review by topic, not by article.

Another common error is to divide up the project and then merely copy/paste what each person has done to create the final paper. Each section of this project builds on each other. For example, the text summary highlights the gaps that will be addressed in the literature review. Then the literature review will illustrate how the discussion of the research fills in those gaps. Finally, the managerial implications will describe what managers should do based on what the group has learned from looking at the text and literature review. The managerial implications cannot be written in a vacuum with no reflection of the literature review.

Finally, I cannot stress enough the importance of each group member doing high quality work for his/her team.

#### SLIDE 10: Getting Started

- Two key things to be working on at this point
  - 1. Formalize Group
    - Email me via course site group information
      - Name of group
      - Members names and contact information
      - Group weekly meeting time
  - 2. Determine Potential Topics
    - Come up with three potential topics of interest
    - These three topics can be different ways of looking at an area of interest

The homework based on this narrated PowerPoint is to type up and give to me the two items (team information and potential topics) above.

#### SLIDE 11: Future Presentations

- Future presentations will cover the different elements in more detail
  - Introduction and getting started with APA
  - Text Summary and identifying gaps to research
  - Literature Review and synthesizing your discussion around topics
  - Managerial Implications: what would you recommend to managers based on what you have learned
  - Putting the final project together to submit

Please see the slide for what will be covered in the next narrated PowerPoint presentation. I would recommend that you start off using APA style (see syllabus for summary APA style sheet for references along with Purdue's Owl website provided) when writing as it is a pain to try to revise the paper to be APA reference style after the fact. We will discuss the different elements of the project in more detail in

future presentations.

SLIDE 12: Any Questions?

- Please let me know if you have any questions about the course and project during the semester.
  - A lot of times I can address in a few minutes, questions that the group may spend significant time debating what they think I want in the project.
- Please let me know if/when you would like me to meet with your group.
- Please let me know if there are group issues you need my assistance with this semester.
- The sooner you ask questions, the more help I can provide.

Please let me know if you have any questions. If there is something you don't understand, there are probably others in the class that also are confused and are just waiting for someone else to bring it up. The sooner you ask, the sooner you will get a response and the more time you will have to work on the project. Please don't wait till the very end of the term to discuss questions/issues as my options become more limited the closer we get to the end of the term.