

Major Paper Assignment: ¹

Literature Review of Marketing Ethics Topic

The grade rubric including all grading criteria is found within this assignment. Be sure to review the grade rubric before, during, and after you write your paper, to ensure that you address all criteria.

Overview

Your major paper will be a literature review (“lit” review) written on a marketing ethics research question selected from the list of approved topics. This assignment requires several steps over seven weeks to complete.

Assignment Instructions

- 1) First, select a topic from the approved broad topic areas list below and then state your specific topic as a research question. Example: topic area is “Neuromarketing ethics,” specific research question might be “Is neuromarketing with children ethical?” (example, not to be copied)
 - MILESTONE #1: Your topic in the form of a research question is in due in Week 5. Here’s some advice about selecting your topic:
 - Begin with an approved topic from the broad topic areas below.
 - Ask yourself, what do I (as a marketer) want to know about this?
 - Narrow your topic to something within that broad topic area.
 - **Express your topic as a research question; it must have an ethical marketing focus and have practical ethical applications for the marketing community** (i.e., would be of interest to professional marketers), rather than a purely theoretical topic. Your research should build on, rather than repeat, the material covered in the course.
 - **Approved topic areas:**

<i>Advertising messaging & ethics</i>	<i>Artificial intelligence/big data & marketing ethics</i>	<i>Behavioral targeting and ethics</i>	<i>Cannabis marketing and ethics</i>
<i>Consumer privacy & ethics</i>	<i>Food labeling, health & ethics issues</i>	<i>Eco/Green marketing & ethics</i>	<i>Global marketing ethics</i>
<i>Marketing and childhood obesity</i>	<i>Marketing of smokeless tobacco products</i>	<i>Multicultural marketing and ethics</i>	<i>Multi-level marketing and ethics</i>
<i>Neuromarketing ethics</i>	<i>Pricing ethics</i>	<i>Ethics in social media marketing</i>	<i>Ethics in marketing to specific groups or marketing specific products</i>

- You must formulate your own specific research question in a given area. If you have an idea for a topic beyond this list, consult your professor.
 - **You should choose your research question topic no later than Week 5** to allow sufficient time for research and writing. Email your instructor as soon as possible to discuss your specific research question.
- 2) Second, research your topic thoroughly. This assignment requires a minimum of 7 scholarly and recent journal sources (none prior to year 2000) in the finished product. Your sources must be the product of your own research effort. Do not use sources from the course reading lists, or other material from the course; these items would not be considered research.
- View this UMGC Library resource to help you Identify Scholarly Journals <https://sites..edu/library/libhow/scholarlyjournals.cfm>
 - Note that in most library databases you can limit your search results to scholarly (peer reviewed) journals by ticking a box for scholarly sources only. You should do that.
 - News sources and government sources are not scholarly sources.
 - Select the most recent and most relevant sources.
 - Avoid narrow interest sources (e.g. Journal of Podiatry Assistants)
 - Begin by viewing two new Library resources. Additional resources for Marketing students are found below in the Research Resources section.
 - View the Library Research for Marketing – Basics Video [NEW] <https://libguides..edu/marketing-tutorial>
 - Then, view the Library Research for Marketing – Advanced Video [NEW] <https://libguides..edu/c.php?g=885115&p=6360467>
- 3) Third, create an **annotated bibliography** from your scholarly journal research sources.
- The annotated bibliography is a necessary step to completing this assignment.
 - Short “how-to” guide for creating an analytical/critical **annotated bibliography** available here: https://sites..edu/library/libhow/bibliography_apa.cfm
 - MILESTONE #2: Your annotated bibliography is due in Week 9. Email your annotated bibliography to your instructor for some feedback.
- 4) Fourth, write the lit review containing the parts described in Assignment Instructions.
- To understand the process for approaching this assignment, view this resource:
 - How to Write a Literature Review in 30 Minutes or Less, Retrieved from <https://www.youtube.com/watch?v=TdJxY4w9XKY&feature=youtu.be>
 - The video will explain what is meant by *the literature*, what is required in a lit review, and how a lit review is relevant in a professional setting. This video will illustrate the process of creating an annotated bibliography and writing a rough draft of the literature review. Note that the video will not cover every step for this assignment. Your literature review will require a conclusion with unique and original insights. *View the video early in the term because there are several*

steps involved, including research and preparing an annotated bibliography. Students who have waited often regretted that decision.

Assignment Format

Follow this format. Do not number the sections.

1. **Title page** - include your name, the name of the course, the title of your paper, and date of submission.
2. **Abstract** - the abstract is written last. This will be an *informational* type of abstract. View this resource, Writing Report Abstracts, Retrieved from https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/technical_reports_and_report_abstracts/index.html You also will post the abstract of your paper in the Week 12 discussion to present and discuss your paper with your classmates. Post abstract in discussion by Monday of Week 12.
3. **Introduction** – a statement of your topic and the context for why you’re interested in reviewing the topic. Consider why a literature review on your topic would be of interest to marketers or other practitioners in the marketing community. What makes this topic relevant and compelling?
4. **Body** – this section contains your analysis and synthesis of the scholarly works. The body is not simply an annotated bibliography, but rather focuses on the connections between the scholarly works. Each paragraph or subsection should focus on a concept or theme that runs through the literature, not just the contribution(s) of one author or author group. Use appropriate title and subtitles for each section of content; do not title this section “body.”
5. **Conclusion** –the conclusion must include your unique and original insights into how your literature review can be used by marketers or other practitioners in the workplace. Refer to the context stated in your introduction. Highlight how your literature review adds to the knowledge of the marketing community and has practical ethical implications for marketers. What did you learn that you would share with other marketers? Address why professional marketers would be interested in this information.
6. **Reference list** including a minimum of 7 scholarly journal sources from the Library. This is a typical reference list, not an annotated bibliography. Do not submit assignment until your list contains at least seven scholarly sources on the reference list.

Use formal tone and third person voice for lit review. Paper length should be approximately 7-10 pages of text, not including title page, abstract and references. The paper must follow APA (6th edition) format; see Writing Resources. Font is Times New Roman font 12 point, black color only,

with 1 inch margins on all sides. Lit review should be double-spaced throughout. Submit Word® document to Assignment folder for Major Paper.

Research Resources

Numerous research resources for marketing are available through the Library. The library has created a Research Guide with the resources most relevant to marketers:

- Begin with the **Research Guide for Marketing** <https://libguides..edu/marketing>
- Check out the **Library's Search Tips for Marketing** <https://libguides..edu/c.php?g=318048&p=2124052>
- View the **Library Research for Marketing – Basics** Video [NEW] (<7min) <https://libguides..edu/marketing-tutorial>
- Then, view the **Library Research for Marketing – Advanced** Video [NEW] (<10min) <https://libguides..edu/c.php?g=885115&p=6360467>

Writing Resources

These resources should be useful for this assignment.

- **APA document format video** (<6 min) shows how to set-up a document in Word to comply with APA format <https://libguides..edu/apa-document-formatting>
- **APA reference list video** (<10 min) is about formatting the reference list. It also looks at several different types of references - all from online sources - and how to cite those in APA format <https://libguides..edu/apa-references-list-formatting>
- APA formatting resources can be found in the classroom in *Content > Course Resources*.
- Writing tutoring is available, free of charge, for support in developing your written communication skills. See classroom, *Content > Course Resources > Writing Tutor Registration* for details on how to register and begin using this service.

Rubric (scroll down)

	Excellent 90-100%	Good – Very Good 80-89%	Improvement Needed 70-79%	Unsatisfactory Below 70%
--	----------------------	----------------------------	------------------------------	-----------------------------

Fo	Con	Content – Possible points: 80			
	Topic relevance to marketing ethics & the marketing community	Topic is clear and highly relevant for marketing ethics. Topic relevance to marketing community apparent.	Topic is clear and relevant for marketing ethics. Topic relevance to marketing community is clear.	Topic may lack clarity or relevance for marketing ethics. Topic relevance to marketing community is not clear.	Topic description confusing or inaccurate. Topic relevance to marketing community not apparent.
	Points: 20	20 – 18	17-16	15-14	Below 14
	Points				
	Abstract	Abstract articulates the research topic, addresses multiple perspectives, and provides a clear rationale for the specific research question.	Abstract articulates the research topic and addresses multiple perspectives.	Paper includes an abstract that articulates some of the key components of the paper.	The paper does not include an abstract. Note that an abstract is required for the W12 assignment.
	Points: 20	20 – 18	17-16	15-14	Below 14
	Points				
	Making connections	Paper includes well-defined conceptual connections and clearly articulates relationships among key terms. Analysis and synthesis of the scholarly works is creative. Linkages between theory and practice supported by examples.	Paper includes connections defined into an overall conceptual framework of relationships. Analysis and synthesis of the scholarly works is present. Linkages between theory and practice supported with limited examples.	Paper includes connections that are loosely linked into an overall conceptual framework of relationships. Few linkages between theory and practice or topic is highly theoretical.	Paper includes no connections between the works. Simply an annotated bibliography. No linkages between theory and practice.
	Points: 20	20 – 18	17-16	15-14	Below 14
	Points				
	Introduction & Conclusion	Includes a well-articulated introduction that provides a clear logical description of the content, scope and organization of the review. Conclusion identifies unique and original insights based on and supported by scholarly works.	Includes introduction that describes the content, scope and organization of the review. Conclusion identifies some recognizable original insights.	Introduction outlines the contents of the review. Conclusion contains few original insights. Is mainly repetitive of other content.	Either no introduction is provided, or the introduction partially addressed the contents of the review. No conclusion or partial provided.
	Points: 20	20 – 18	17-16	15-14	Below 14
	Points				

Content	80 - 72	71 - 68	67 – 66	Below 66
Content				

Communication of Ideas - Possible points: 20				
Form, format, research & writing	Paper is exceptional with respect to format and professional presentation. Overall, graduate level writing is reflected throughout, including accurate spelling, punctuation, grammar, and sentence structure. Reflects highly appropriate graduate level research effort. Scholarly source requirement is exceeded. More than 7 scholarly sources properly used. High quality sources are used. Sources are very recent. All sources are well integrated into analysis. Citations are properly used (APA format).	Paper is well formatted and professionally presented. Overall, writing meets graduate standards. Fewer than 5 errors in spelling, punctuation, grammar, and/or sentence structure. Reflects appropriate graduate level research effort. Minimum requirement of 7 scholarly sources is met. Sources are well integrated into analysis. Quality sources are used. No sources prior to year 2000. All sources are identified and cited properly in the text and the reference list. Few errors in the proper use of citations (APA format).	Paper is not well formatted or professionally presented. Overall, writing does not meet graduate standards. More than 5 errors in spelling, punctuation, grammar, sentence structure. Reflects lower level graduate research effort. Some questionable sources were used in analysis. Research is sparse and insufficient. Some sources are not well integrated into the analysis, but merely quoted. Some older sources used, but for a useful purpose. Citations and/or reference list are not properly used (APA format).	Paper is not properly formatted or professionally presented. Overall, writing does not meet graduate standards. Unacceptable number of errors in spelling, punctuation, grammar, sentence structure. Paper reflects little evidence of research or uses sources that are not reliable and credible. Sources are older and may no longer be the most reliable in the field. Any sources used were merely quoted. Citations and/or reference list are not properly used (APA format).
Points 20	20 – 18	17-16	15-14	Below 14
Communication				
Content + Comm = TOTAL Grade				