

2014

Literature Review

Brendan O'Rourke

Technological University Dublin, brendan.orourke@tudublin.ie

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Title: Literature Review

Lecturer: Brendan O'Rourke

Programme and year on which assessment was offered

BSc Marketing, Year 3

Description

Write a literature review on a topic of your choice – must relate to Economic Strategy.

Guidelines: 4,000 words, 10 pre-approved articles under different headings are given as a starting point. Accounts for 40% of a 5 ECTS module.

Why did you use this Assessment?

It works in line with the years objectives: theoretical reflection and insight, and leads to their 4th year dissertation proposal. This group did not go on Erasmus abroad, this assessment motivated them and gives them ownership, empowers them. It is motivating and challenging for them.

Why did you change to this form of assessment?

Previously used an exam: very difficult to achieve the same spread of marks, students are graded on their memory. The literature review provides good judgement on that piece of work, good depth, and is more formative.

How do you give feedback to students?

Interim (formative) feedback is offered – about 40% of students avail of that. Tutorials provide scaffold activities that highlight signposts – 'you should have done this by now'. Final feedback is given through webcourses – the essay is returned with annotated comments.

What have you found are the advantages of using this form of assessment?

- Exciting
- Challenging
- Motivating
- More satisfying

What have you found are the dis-advantages of using this form of assessment?

- Heavy workload (for the lecturer)
- Time commitment

If another lecturer was using this assessment method would you have any tips for them?

Announce it early and give lots of task related sessions.

Pre-approved articles provide a starting point.

Limit the length.

Use tutorial (or class) time for activities that identify stages.

Do you have any feedback from students about this assessment?

Unsolicited positive feedback in the Q6's

Additional Resources

Literature Review Briefing

DT 341 BSc Marketing Year 3 Strategy Economics Written Literature Review
Assessment Element Objectives

1. To get each participant to engage critically with academic literature on strategy economics.
2. To improve the academic writing skills of the participant
- . 3. To develop economics skills and knowledge useful in management.

Learning Outcomes: Individual outcomes as specified in objectives. Tasks: Chose one of the sources listed (or another approved in writing by the lecturer) in the reference list below and write a literature review on a topic it addresses citing at least six (including any you have chosen from the list below) relevant articles from peer-reviewed academic journals.

Notes 1. All sources must be appropriately cited and the School of Marketing style guide followed.

2. The assignment must be no more than 3,000 words excluding references.
3. You must submit the assessment in a word processing file readable and editable by Microsoft Word 2010 attachment via the Webcourse site for this module, on or before the day of the deadline.

4. You are required to keep a copy of your assignment. Inability to produce this copy when required could result in loss of credit for your assignment.

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Learning Outcomes met

1. To get each participant to engage critically with academic literature on strategy economics.
2. To improve the academic writing skills of the participant.
3. To develop economics skills and knowledge useful in management.