

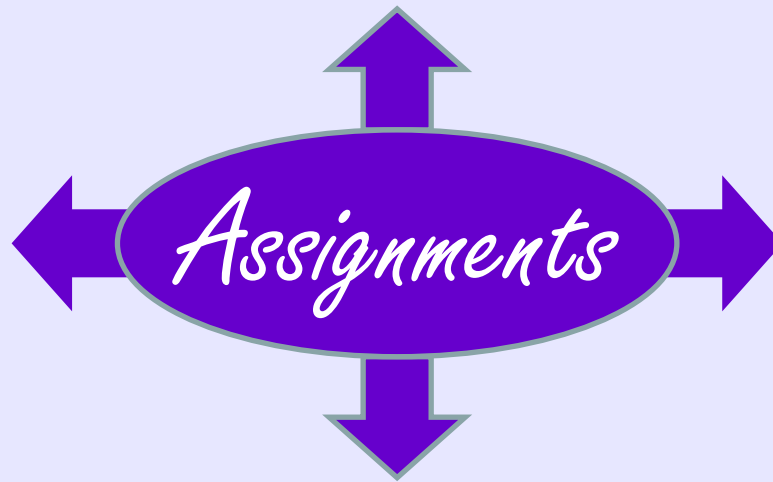
Written Assignments



Why do tutors make
you do written
assignments?

Gives you a better opportunity
to show your analytical and
creative skills than short
questions

Forces you
to organise
your thinking
and develop
your ideas



Use it for
revision
for
exams

Gives your tutor feedback on
how well you understood the
topic and your
strengths/weaknesses

I want top marks!

Interpretation
Research
Planning
Writing
Reviewing



Interpretation:

○ What is the assignment brief asking me to do?

○ What are the key words in the question?

Does the question have several parts?

Research:



Books

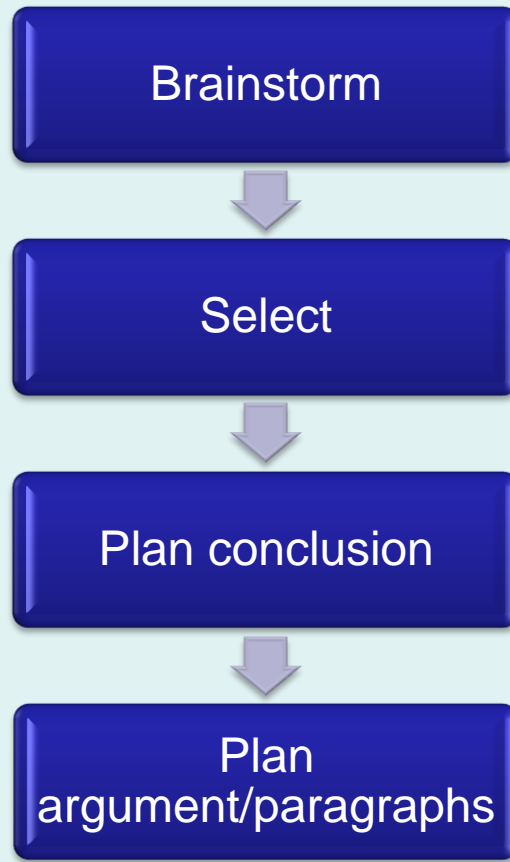
Journals/magazines



Websites

Online databases

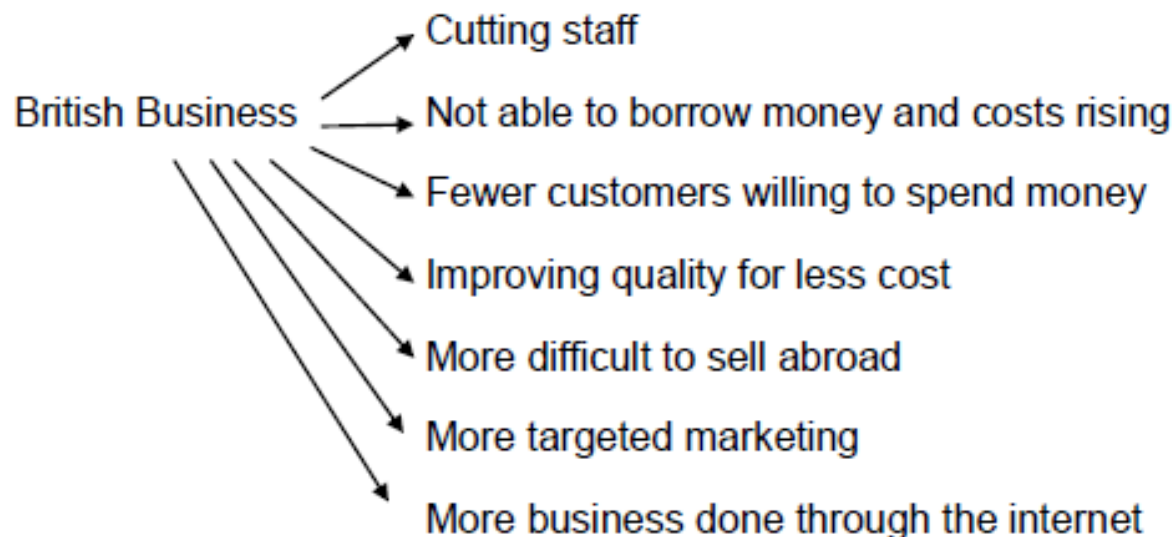
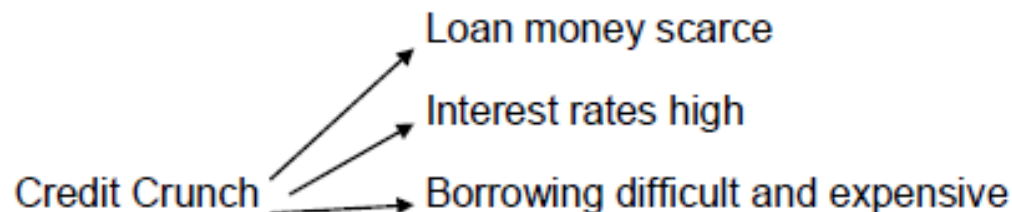
Planning:



Define the term "credit crunch" and describe the effect of the "credit-crunch" on British businesses.

This question suggests a two-part structure

- 1) A clear definition of the term
- 2) A description of what has happened to British business



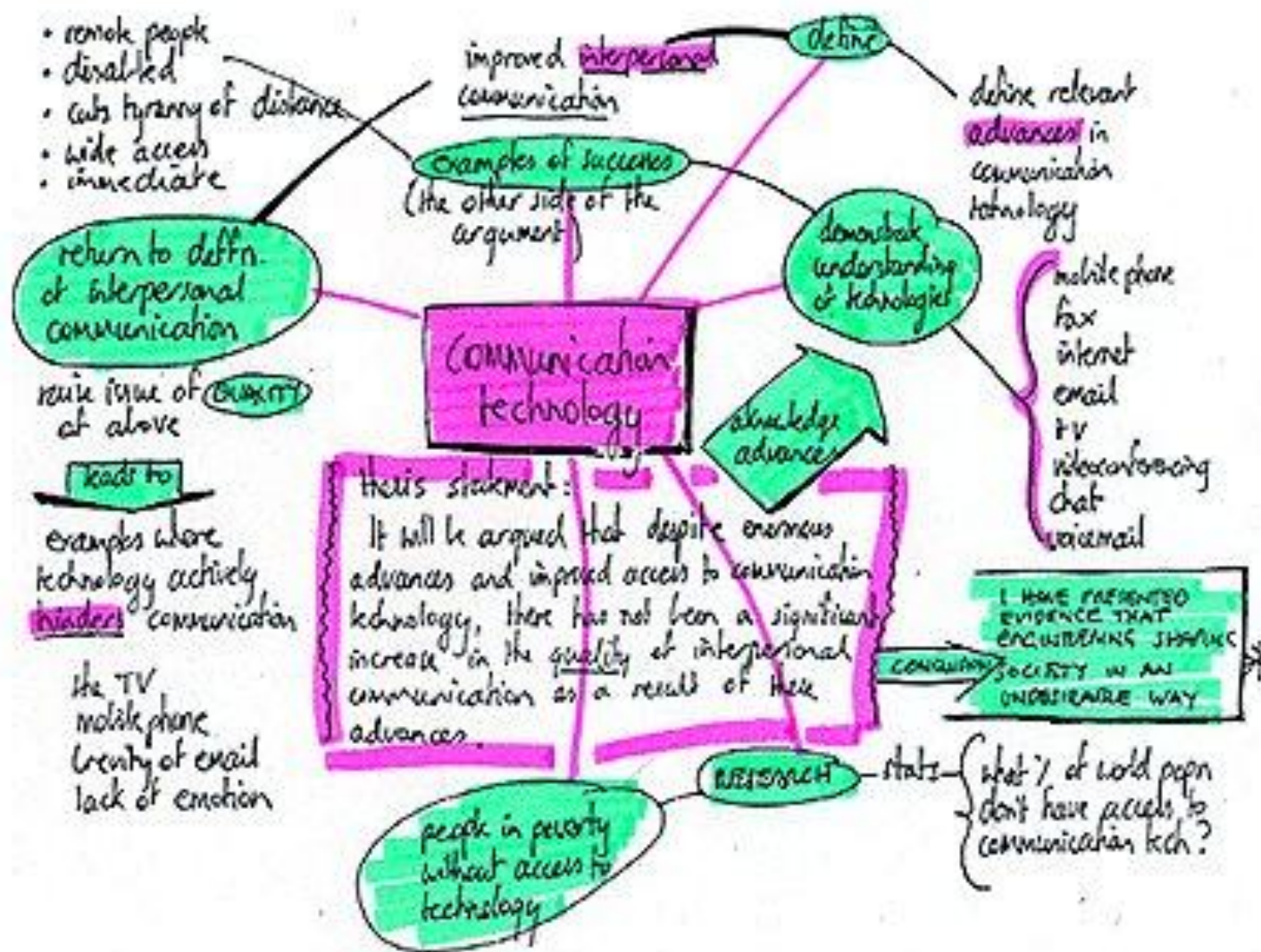
Plan:

Intro – Define the credit crunch – background of when it started in the UK

Conclusion – British business have to change the way they have been working to survive in the credit crunch. There have been some negative effects and businesses have had to be inventive in their planning and working methods.

Points to make –

- 1) Businesses are no longer able to borrow money
- 2) It is costing businesses more to make their products
- 3) It is more difficult to export
- 4) There are less customers
- 5) All the above have led to staff cuts
- 6) Some businesses have changed the way they operate – more of their business is internet based to save money, they have changed their products, concentrating on one kind of customer



Writing:

- Use your plan

- Avoid repetition

- Allow for new ideas

Convincing your reader:

All statements backed up with evidence from primary or secondary research

○ Good balance between theory, examples and own ideas/analysis

One idea discussed per paragraph

Logical progression of ideas- links between paragraphs/ideas

○ Balanced argument

'Mini' conclusions formed at the end of each paragraph then summarised and drawn together for main conclusion

Reviewing:

Have a break

Re-read what you've written

Does it make sense?

Is the writing clear

Does it answer the question?

*Difference between
reports and essays?*



Presents the results of an investigation.



A formal way of writing up research or a project.

Way of presenting and analysing information, data or statistics.



○ Information included in a report

Primary research
Secondary research

○
Plagiarism

Title

Abstract

List of contents

Introduction

Methods

Results

Discussion

References/Bibliography

Appendices

Formal and Informal Reports



- Extract from National Trust website about current promotions
- Statistics on use of Facebook to promote attractions
- Analysis of effectiveness of National Trust's marketing strategy relating it to marketing theory
- Explanation of how customers are successfully influenced by National Trust's promotions