

BUSN3026 - Non Profit and Public Sector Marketing

Name:	Student ID:
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Seminar Paper 1
Analyse the externally visible marketing activities of an existing Public Sector Social Change Campaign.

References?	References used	
Adhered to the word limit?	<input type="checkbox"/>	
Framework		
1. Specify the campaign, including up to 200 words of detail describing the campaign.	<input type="checkbox"/>	
2. Provides URLs/citations for materials on the campaign	<input type="checkbox"/>	
3. Definition of social marketing	<input type="checkbox"/>	
4. Citation for definition of social marketing	<input type="checkbox"/>	
5. States whether this is an upstream (upstream reference) or downstream (reference) campaign	<input type="checkbox"/>	
6. Uses a reference for the upstream / downstream decision	<input type="checkbox"/>	
Mark for the use of the framework		6
Subjective Component		4
		10

Feedback

Comments: