

BUSN3026 - Non Profit and Public Sector Marketing

Name:	Student ID:
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Seminar Paper 3
Politics, Propaganda and Public Sector Marketing

Select two government campaigns, and discuss if these campaigns are political marketing, propaganda or public sector marketing.

Essentials		
Used References? (subjective)	Good use	
Adhered to the word limit? (pass/fail)	Pass	
Uses two government campaigns? (pass/fail)	Pass	
Appropriate Use of Definitions		
1. Defines political marketing	<input type="checkbox"/>	
2. Defines public sector marketing	<input type="checkbox"/>	
3. Defines propaganda	<input type="checkbox"/>	
Framework		
1. Compares campaigns to the definitions	<input type="checkbox"/>	
2. Argument supported by references	<input type="checkbox"/>	
3. Has a conclusion that draws a conclusion	<input type="checkbox"/>	
Mark for the use of the framework		6
Subjective Component		4
		10

Feedback

Requested Feedback	No <input type="checkbox"/>	Yes <input type="checkbox"/>
Yes, I would like feedback if my grade is between...	HD – 8-9	<input type="checkbox"/>
	D - 7	<input type="checkbox"/>
	C – 6	<input type="checkbox"/>
	P – 5	<input type="checkbox"/>
	F - Less than 5	<input type="checkbox"/>

Comments: