**Individual Report (1000 Words)**

**Description**

Research and report on a specific industry (example list to choose from below) and its market (1000 words) to develop an understanding of marketing in real-world contexts. Students will engage in information gathering, analysis, and critical thinking.

Students will:

• Select a business

• Conduct research into the selected market and define scope and structure of the project

• Research relevant and specific information on the selected market in Australia, including a brief history of the market in Australia; size; brands relevant to your approach; and trends

* Report on the relationship between the business marketing strategy, advertising, digital and social media, public relations and other forms of strategic communications for the nominated product, organisation or service.

**Details**:

The 1,000 word report must:

1. Include a working title.

2. Be presented as a word or PDF document, white background, A4 Portrait format, 11/12pt, using black font colour.

3. Have page numbers.

4. Contain your name and student number (header or footer).

5. Be submitted on-line via Moodle using Turnitin by the due date and time (no emails).

**Notes**:

o Academic databases can be accessed via Moodle in the library section

o If you use an organisation’s website – this should be used for the purpose of gathering information as these are often written in a subjective or persuasive manner

o Please do not use Wikipedia as a reference as this is a non-academic source

o All in text sources you use must be referenced according to the Harvard Referencing Style

o Statistical / diagrammatic / graphical evidence / logos may be included as an appendix / appendices with appropriate information to support the report. These must also be referenced according to Harvard Referencing Style (not included in the word count)