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| **Module code and title:** | MGBBT0UCT –  Understanding Customers | **Module leader:** | Hamza Javaid |
| **Assignment No. and type:** | Essay 1,500 words | **Assessment weighting:** | 50% |
| **Submission time and date:** | By: **2pm Monday 8th August 2022** | **Target feedback time and date:** | 3 weeks from final submission |

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| **Assignment task** |
| Produce an essay that identifies the impact of influencers on the consumers in the 21st century.  Choose a couple of influencers that you follow. Make an analysis of what they post and the brands they are connected to. In particular, consider whether you think they are authentic. How do their followers engage with them and what do you think is most important for their followers and their brands in terms of who they are and what they post?  Use theories to support your argument. Use examples from tourism sector where necessary. |
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| **This assignment has provided you with an opportunity to show your achievement of the following module learning outcomes:** |
| 1. Identify factors that influence consumer behaviour in different businesses and marketing contexts, including tourism. 2. Demonstrate understanding of contemporary consumer behaviour theories, concepts and models and their application to specific contexts. |
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| **Task requirements** |
| **OVERVIEW**  This assessment will encourage students to cover areas that are significant to understanding customers, especially in the sector of tourism and business management  **DESCRIPTION OF THE TASK – WHAT YOU ARE BEING ASKED TO DO?**  **Essay (1,500 words) – 50%**  Produce an essay that identifies the impact of influencers on the consumers in the 21st century. At the time of writing, the influencer market is a $10 billion industry with influencers perceived as more trustworthy than celebrities or athletes and over half of young Americans between the ages of 13 and 38 saying that they have purchased something based on a social media recommendation (Elliott, 2020).  The essay also needs to cover Influencers: the good, the bad, and the ugly. Introduce the area of influencer marketing.  The final element of the essay must include the future of influencer.  The essay must include:  Structure:  Introduction (150 words)  Introduce the area of influencer marketing (300 words)  Influencer one and their analysis on product selection and brands (300 words)  Influencer two and their analysis on product selection and brands (300 words)  The future of influencers (300 words)  Conclusion (150 words)  **You must reference all information used in the essay using the Harvard Referencing Guide.**  **See attached grid for grade descriptors.** |
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| **Referencing and research requirements** |
| Please reference your work according to the Canterbury Christ Church University Harvard style guidance which you can access on Moodle. |
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| **How your work will be assessed** |
| Your work will be assessed on the extent to which it shows your achievement of the stated learning outcome for this assessment (see above) and against other key criteria, as defined in the University’s institutional grading descriptors. If it is appropriate to the format of your assignment and your subject area, a proportion of your marks will also depend upon your use of academic referencing conventions.  This assignment will be marked according to the grading descriptors for Level 0 |
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| Submission details |
| This assessment should be submitted electronically via Moodle (module tutors will discuss this process with you during class time).   * Please ensure that your work has been saved in an appropriate file format (Microsoft Word, PDF are the most widely used; Google Docs is also accepted). Your file must also contain at least 20 words of text, comprise fewer than 400 pages and be less than 40MB in size. * You can submit your work as many times as you like before the submission date. If you submit your work more than once, your earlier submission will be replaced by the most recent version. * Once you have submitted your work, you will receive a digital receipt as proof of submission, which will be sent to your forwarded e-mail address (provided you have set this up). Please keep this receipt for future reference, along with the original electronic copy of your assignment. * You are reminded of the University’s regulations on academic misconduct, which can be viewed on the University website: Academic Misconduct Policy. In submitting your assignment, you acknowledge that you have read and understood these regulations. |
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| **Submission date and time** |
| This assessment should be submitted to Moodle **before 2pm on Week 5, 8th August 2022.**  You should submit all work for summative assessments by the above deadline. The five percent penalty per day will apply to the work submitted up to seven working days after the deadline, after which a mark of 0 will be recorded. The five percent penalty will be five percent of eligible mark.  For more information, please refer to: Student Handbook on Moodle.  Feedback and marks for this assignment will be available in three weeks from the deadline. |

**Essay Assignment Guidance**

Produce and essay that identifies the impact of influencers on the consumers in the 21st century. At the time of writing, the influencer market is a $10 billion industry with influencers perceived as more trustworthy than celebrities or athletes and over half of young Americans between the ages of 13 and 38 saying that they have purchased something based on a social media recommendation (Elliott, 2020).

* The essay also needs to cover Influencers: the good, the bad, and the ugly. Introduce the area of influencer marketing.
* The final element of the essay must include the future of influencer.

The word limit is **1500 words** (+/- 10%).

Deadline for submission for the essay is: **8th August 2022.**

Your essay should include a cover page with the following information:

* Student-ID number
* Module name
* Academic year
* Group
* Tutor name

1. A template for the cover page is provided on Moodle under the assessment folder.
2. **Suggested essay structure**:

Introduction (150 words)

Introduce the area of influencer marketing (300 words)

Influencer one and their analysis on product selection and brands (300 words)

Influencer two and their analysis on product selection and brands (300 words)

The future of influencers (300 words)

Conclusion (150 words)

**References (Not included in word count):** You need to have a minimum of ***5 sources***, including books, academic journals and websites.

1. **Additional information:**

* Make sure you have in-text citations in the body of your Essay, which can be found in your full references list.
* Be sure to use the CCCU Harvard referencing guide.
* You can use MS Word to type your assignment.

Read the following resources to write this essay:

* Brooks, A. (2019), ‘[Timeline] A brief history of influencers’, Social Media Today, 9 May, https://www.socialmediatoday.com/news/timeline-a-brief-history-of-influencers/554377/ (accessed 14 December 2021).
* Casaló, L.V., Flavian, C., and Ibáñez-Sánchez, S. (2020), ‘Influencers on Instagram: antecedents and consequences of opinion’, Journal of Business Research, 117, 510–19.
* Craft, E.J. (2019), ‘5 key takeways from the 2019 Edelman brand trust survey’, AdAge, 18 June, https://adage.com/article/digital/5-key-takeaways-2019-edelman-brand-trust-survey/2178646 (accessed 14 December 2021).
* De Veirman, M., Cauberghe, V., and Hudders, L. (2017), ‘Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude’, International Journal of Advertising, 36, 5, 798–828.
* Elliott, H. (2020), ‘When the picture isn’t pretty: how influencers are adapting to lockdown’, Bloomberg, 1 April, https://www.bloomberg.com/news/articles/2020-04-01/how-social-media-influencers-are-affected-by-coronavirus-shutdown (accessed 14 December 2021).
* Evans, N.J., Phua, J., Lim, J., and Jun, H. (2017), ‘Disclosing influencer advertising: the effects of disclosure language on advertising recognition, attitudes and behavioural intent’, Journal of Interactive Advertising, 17, 2, 1–12.
* Faull, J. (2020), ‘For Michelin, influencers are taking the place of journalists’, The Drum, 18 February, https://www.thedrum.com/news/2020/02/18/michelin-influencers-are-taking-the-place-journalists?utm:source=Bibblio-Related&utm:campaign=editorial-content (accessed 14 December 2021).
* Mediakix (2019), ‘Instagram influence marketing size’, https://mediakix.com/blog/instagram-influencer-marketing-industry-size-how-big/ (accessed March 25, 2020).
* Tabellion, J. and Esch, F.R. (2019), ‘Influencer marketing and its impact on the advertised brand’, in E. Bigne and S. Rosengren (eds), Advances in Advertising Research X, European Advertising Academy, Wiesbaden: Springer Gabler, pp. 29–41.
* Word Federation of Advertising (2020), ‘Brands to invest more on influencers’, 20 July, https://wfanet.org/knowledge/item/2018/07/20/Brands-to-invest-more-on-influencers (accessed 14 December 2021).

**Referencing system**

Make sure that all your references are in CCCU Harvard style. You can find a guide to referencing under the ‘assessment’ folder on Moodle and we will cover this in class during the week 1 tutorial.

**Learning Materials/Resources**

At GBS you have access to our online databases through ESBCO, which can be accessed through the Moodle page. You also have access to the CCCU library which can be accessed online through: <https://ulms.ent.sirsidynix.net.uk/client/en_GB/CCCU>