### Individual Assignment (50%): Ethical consumption as a business opportunity

Submission deadline: 9am, Monday 18th February 2013

Word limit: 2,000 - 3,000 words (excluding references)

Task:

The overall aim of the assignment is to give you an opportunity to carry out empirical research on ethical consumption/behaviour and think about how an organization or a group of organizations can take advantage of your research findings by, for example, tapping into a business opportunity or becoming more efficient.

Examples include:

* Research ethical shopping behaviour at a McDonald’s restaurant and make suggestions for improving the company menu based on this research.

**Company and topic selection:**

Groups of 3-4 students are formed. Each group member studies the same topic, but using different empirical data. References should however be made to the work of other students in the final individual report. There may be opportunities to work for real companies.

A brainstorming session will take place in the first week of the term to generate topic ideas. You can also email the course lecturer for other ideas until Monday, January 14.

The full list of topics will be posted on Wednesday, January 16, at 9am after which you can sign-up for them on a first-come, first-served basis (unless you have involved a company or suggested a topic yourself in which case you will get priority).

Report content:

The report should include the following elements:

1. Framing and overview of the topic and existing knowledge in the area. The overview should identify and discuss possible market trends and relevant consumer behaviour. Related theoretical concepts and models should be briefly reviewed if appropriate. [30%]
2. Presentation of empirical data collected through a focus group, survey, observation, experiment or interviews. The data collection method does not need to be justified in detail, but the sampling framework and sample characteristics should be discussed. Also, the results should be clearly outlined. [30%]
3. Recommendations based on the empirical research. Each recommendation should be explained in detail and backed up by relevant data, examples, and/or practical examples. Strategy and marketing concepts can be used to support and deepen the analysis. [30%]

## Marking criteria:

In addition to the general MSI marking criteria, the following criteria will be applied to assess the project report:

* Quality and comprehensiveness of the material used to support the analysis through correct referencing
* Correct and insightful use of relevant concepts and theory
* Clear and intellectually sound structure
* Reference to the research of other students in the team [10%]