

*“Research (scientific) poster presentations are usually large posters that students and professionals use to effectively communicate research at a scientific meeting. Regardless of the content, the presenter's goal is to display information in a clear, concise manner, while generating interest to engage in a discussion.”*

<http://www.makesigns.com/tutorials/scientific-poster-parts.aspx>

## **COURSE PROJECT GUIDELINES**

### **TOPIC: Ethical approach in global marketing**

1. **Read the core article** on the stakeholder model:

Khosro S. J. (2012). Marketing communications and ethics. In McKinley, M. M. Ethics in Marketing and Communications: Towards a Global Perspective. Rev. ed. New York: Palgrave Macmillan, pp. 8-11. (Full version available from AIS)

2. **Choose a concrete corporation** conducting business in a global level. Research and evaluate its CSR strategy, their codes of ethics and their social and/or environmental impacts on affected countries.

3. **Choose a concrete country** from the so called “Global South” (developing countries) affected by the negative impacts of the corporation’s conduct. Research the impacts.

4. **Based on the stakeholder model** defined by Khosro (2012), pick a concrete area (city, village, region, etc.) of your chosen country; research and identify key stakeholders of that area.

5. **Study further relevant literature resources** complementing your study (at least 2 more scholarly articles, books or chapters).

6. **Develop a stakeholder business strategy** for your corporation based on the stakeholder approach. You can pick upon your chosen corporation’s CSR strategy or transparent organizational ethical standards, evaluate and develop them further.

7. **Summarize your project** in the form of an **academic poster**. Your poster will be printed in the A2 format, and will meet the academic standards including the following parts:

- a. Title, author
  - b. Introduction (information about your chosen corporation and researched region)
  - c. Methodology (explain in a clear form, provide a rationale)
  - d. Results (include visual forms - images, charts, diagrams, graphs, etc.)
  - e. Discussion/Conclusion
  - f. Reference list
8. For your **poster layout** and design, work on readability and a good and proper organization. For academic poster guidance and templates, you may visit the following sites:

<http://www.makesigns.com/tutorials/scientific-poster-parts.aspx>

[http://www.posterpresentations.com/html/free\\_poster\\_templates.html](http://www.posterpresentations.com/html/free_poster_templates.html)

[http://www.makesigns.com/SciPosters\\_Templates.aspx](http://www.makesigns.com/SciPosters_Templates.aspx)

#### 9. **Poster submission:**

a. **Plan in advance.** The final draft can be submitted via AIS for corrections before printing the poster (optional). In case you feel like having a consultation, arrange it with the lecturer via email.

#### b. **Submit the final version of the poster via AIS and print it out for the individual presentations.**

In case, you cannot print it, let the lecturer know. In this case the final version must be designed in such a way so that it is possible to print the poster out as 2 pcs of an A3 format which will be then put together.

**Deadline: Friday 16 May 2014**

10. **Prepare a presentation** for the joint poster sessions.

**Prepare** a 10 minute committed presentation.

- i. Definitely rehearse to make sure your presentation is concise, well structured, formally correct, precisely timed, and not boring.
- ii. Definitely respect the time limit.
- iii. Prepare minimally one question for the audience to launch the discussion.

Resources for study:

Khosro S. J. (2012). Marketing communications and ethics. In McKinley, M. M. Ethics in Marketing and Communications: Towards a Global Perspective. Rev. ed. New York: Palgrave Macmillan, pp. 1-17.

Malířová, E. & comp. (2012). The World in a Shopping Cart: Global Educational program manual series. Na Zemi, o.s. (case studies examples are available in the AIS.)