

MEMO

To: **SEMINAR SERIES III STUDENTS, MSc MARKETING**
Date: October 1st 2026
Course: Seminar Series III (MKT 8108)
Academic Year: 2026/2027, Semester One
Subject: **COURSE WORK ONE RESULTS.**
From: Assoc. Prof. Aaron ECEL, Ph. D | Internal Examiner

A. RESULTS

NAME	Content & essence alignment	Literature review quality	Referencing accuracy (APA 7)	Structural compliance	TOTAL	100%
	(X/8)	(X/6)	(X/4)	(X/2)	(X/20)	
1 BANURA Isaac	6	4	2	1.25	13.25	66
2 KABAHWEZA FAVOUR RUHWEZ	5	4	2.5	1	12.5	63
3 KAKAYI Cecilia	3	0.5	0	0.5	04	20
4 KAMBWE Sulah	7	5.5	3	1.75	17.25	86

B. FEEDBACK

1. BANURA Isaac

- There is no time scope
- Eddy Kenzo* and *The Kakande Ministries* are cited as influencers, which contradicts the paper's own distinction between influencers and traditional celebrities.
- Ugandan associated* channels are not defined; *Rico Animations*, for example, may not be a Ugandan individual creator.
- Sections 2.2.3 and 2.2.4 are almost entirely uncited ("Existing scholarship identifies..."),
- Algorithmic capital* is attributed to Abidin (2016) and Duffy (2017), which overstates what those sources say.
- Sokolova and Kefi (2020) is used five times for the same point. The review relies on Western sources only and cites no African or Ugandan studies, which weakens the contextual gap argument.
- The Social Blade material is repeated almost word for word from 1.1.
- Three sources are cited in the text but missing from the reference list: Abidin (2018), Duffy (2017) and Cunningham and Craig (2019).
- The Coca-Cola and Gymshark examples are uncited.
- The Social Blade entry has no URL or retrieval date.

2. KABAHWEZA Favour Ruhwez

- a. You make reference to the 2004 EAC Customs Union and Common Market Protocols", yet the Customs Union Protocol took effect in 2005, and the Common Market Protocol took effect in 2010. These dates should be corrected.
- b. The paper says Ayoki (2008), Okumu and Nyankori (2010) and Karugia et al. (2011) "each... use spatial equilibrium modelling". This overgeneralises: the spatial equilibrium and welfare results belong to Karugia et al. specifically.
- c. The newspaper references give "Monitor" as the author. They should name the journalist, or use "Daily Monitor" consistently.
- d. The study period is defined differently in different places: "over time", "over the past decade", "recent years" and "2024 to 2026". It needs one fixed period.
- e. RQ1 asks about the formal versus informal trade share. However, there is no indication of how informal flows will be measured, since COMTRADE and Trade Map record only formal trade.
- f. Gap 3 calls for combining quantitative and qualitative evidence, but no approach is stated anywhere.
- g. Maróty (2022) is presented as treating maize within a broad export basket. In fact, its focus is coffee.
- h. Your background names Kenya as the leading formal destination. The debate section then says surplus flows "disproportionately toward the DRC and South Sudan". This tension needs to be reconciled or explained.

3. KAKAYI Cecilia

- a. There is not a single in-text citation in either chapter, and there is no reference list.
- b. Studies are described without being named: "Evidence from Jakarta", "research from Ahmedabad" and "the Vietnam research focused on university students".
- c. Factual claims are also unsupported. These include the May 2026 launch date, the UGX 800 and UGX 400 fares, the onboard features, and the government expansion plans.
- d. Your dependent variable shifts between "adoption", "willingness to adopt", "intend to adopt" and "use". The study needs to settle on one construct, and the difference matters for a service that launched only in May 2026.
- e. The heading of 2.1.3 promises "Economic factors versus environmental benefits", but the paragraph discusses only economic factors.
- f. Your problem statement largely restates the background. It gives no evidence of an adoption problem, such as low ridership figures.
- g. There is no time scope.

4. KAMBWE Sulah

- a. Policy citations: NDP IV and the National Export Development Strategy are both cited to Background to the Budget (MoFPED, 2025a). Each primary document should be cited directly. In addition, "2025a" appears without any "2025b".
- b. Geographical scope: The phrase "the first four are named" is ambiguous, because more than four markets are listed before it.
- c. Shinyekwa and Othieno (2013): The study is described as using RCA at the HS 4 digit level, but its key finding is reported at the HS 6 digit level. This should be clarified.

END