

# MEMO

To: **Seminar Series III Students, MSc Marketing**  
Date: **October 2<sup>nd</sup> 2026**  
Course: **Seminar Series III (MKT 8108)**  
Academic: **Year: 2026/2027, SEMESTER ONE**  
Subject: **COURSE STATUS AND SUBMISSION OF CHAPTER THREE**  
From: **Assoc. Prof. Aaron ECEL, Ph. D | Internal Examiner**

---

This memo provides an update on the status of the course and sets out the actions required of each student for the remaining part of the semester.

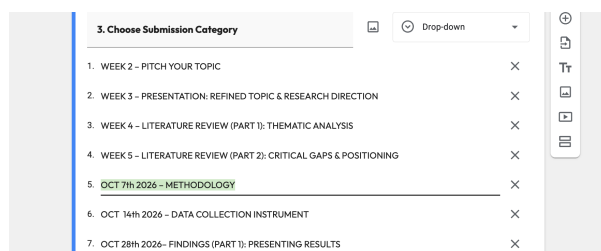
## 1. Revision of Chapters One and Two

Address all comments raised on your Chapters One and Two. The literature review should not merely summarise prior work; it should build a clear case for your study.

## 2. Development and Submission of Chapter Three

Proceed to develop Chapter Three (Methodology) and submit it by **Wednesday, 7th October 2026 at 17:00 hours** through the following link:

<https://forms.gle/cWrJtK4JPeb6XQET6>



The screenshot shows a web form titled "3. Choose Submission Category". It features a list of seven categories, each with a corresponding "X" icon in a box to its right. The categories are: 1. WEEK 2 - PITCH YOUR TOPIC, 2. WEEK 3 - PRESENTATION: REFINED TOPIC & RESEARCH DIRECTION, 3. WEEK 4 - LITERATURE REVIEW (PART 1): THEMATIC ANALYSIS, 4. WEEK 5 - LITERATURE REVIEW (PART 2): CRITICAL GAPS & POSITIONING, 5. OCT 7th 2026 - METHODOLOGY (highlighted in green), 6. OCT 14th 2026 - DATA COLLECTION INSTRUMENT, and 7. OCT 28th 2026 - FINDINGS (PART 1): PRESENTING RESULTS. A "Drop-down" menu is visible at the top right of the form.

## 3. Nature of the Seminar Paper and Assessment

The seminar paper is developed progressively, chapter by chapter, and is not submitted in full at once for review. As explained at the start of the semester, the coursework component of this course is derived from continuous assessment of the chapters as follows:

| Coursework      | Chapters Assessed       |
|-----------------|-------------------------|
| ▪ Coursework I  | Chapters One and Two    |
| ▪ Coursework II | Chapters Three and Four |

## 4. Time Management and Submission Policy

Plan your schedule to allow sufficient time for this course unit. No further reminders will be issued for submissions. Only work submitted through the designated link within the stated deadlines will be graded and have results processed.

## 5. Semester Progress

Please note that we are now halfway through the semester. Timely progress at each stage is essential for successful completion of the course.

I wish you every success as you advance your work.