

Please send an electronic copy of your final report as detailed below to Lorna Walker [walkerl@regents.ac.uk](mailto:walkerl@regents.ac.uk) by 31<sup>st</sup> July 2012.

## **Academy of Marketing Teaching Research and Development Grants 2011/12**

### **GUIDELINES FOR FINAL REPORT**

One of the conditions of funding for the Teaching Research and Development Projects is that project teams will produce a final report. It is only upon receipt and approval of the final report that the final payment will be made. Our preference is for project outputs that can easily be disseminated and used, rather than lengthy reports. Therefore, the final report guidelines are deliberately intended to focus on the outcomes and findings of the project, and useable guidelines or discussion papers that can inform practice across the marketing subject area. The final report should contain:

#### **1. Write-up of the research / developments that you have undertaken (max 3,000 words)**

This report, or a summary of it, will appear on the Academy of Marketing website. The report should explain the project's aims, methodology, results etc, as well as anything else you wish to include.

#### **2. Reflective report (max 2 pages)**

Things to consider:

- Have you done everything you said you would: your data collection, analysis, dissemination etc?
- What changes and adjustments were made to the project plan?
- What factors have been critical to success or otherwise?
- What constraints have there been?
- What changes have been made (within your department and externally) as a result of the project?

#### **3. Expenditure profile**

Expenditure against the broad areas included in the budget:

- Research salaries
- Other staff costs (please specify)
- Travel and subsistence
- Equipment
- Maintenance and consumables
- Other (please specify)

#### **4. Project resource – e.g. good practice guidelines, discussion paper, briefing document**

Here, we would like you to produce a short output that focuses on what has been learnt through the project that may be of interest to other course teams, managers etc who may wish to adopt a change in their own learning, teaching or assessment practice. You do not need to format or present the output. If you simply send us the text, we will do this for you. If you would like to discuss this part of the report with a member of the Academy of Marketing staff, please contact us and we will provide further guidance or suggestions.

#### **5. Details of any future planned dissemination activities (e.g. conference papers)**

Please list any articles, conference presentations, workshops (internal or external) that are planned to disseminate the work.