

The 2012

Professor Malcolm McDonald Student Essay Prize

This competition is open to all students (undergraduate and postgraduate) studying marketing in a Higher Education Institution Business School.

You are invited to submit an essay of up to 2,000 words with the title:

Segmentation of customers based on their needs and profiles is more important than ever. Discuss the role of new social media as tools to help businesses better understand consumer needs.

The prize is **£400** and will be awarded to the winner by Professor Malcolm McDonald at the Academy of Marketing Conference Gala Dinner on 5th July 2012*.

****For full details including Terms & Conditions, and to download an Entry Form, please visit***

www.academyofmarketing.org

Deadline for submissions is
midnight GMT **Friday 20 April 2012**



Leading and supporting scholarship in Marketing
www.academyofmarketing.org