GUIDELINES FOR FINAL REPORT

Please send an electronic copy of your final report as detailed below to Anne Foy admin@academyofmarketing.org by 31st May 2021.

One of the conditions of funding for the Teaching Research and Development Projects is that project teams 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 as well as useable guidelines or discussion papers that can inform teaching practice in 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 or will be made (within your department and externally) as a result of the project?

3. Expenditure profile 
Expenditure against the broad areas included in the budget, such as:
• 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 and/or briefing document
We would like you to produce a short output that focuses on recommendations from the project that may be of interest to other course teams and/or managers seeking to make changes in their own learning, teaching or assessment practice. You do not need to format or present the output. If you simply send us a Word document, we will do this for you.
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.

6. Final Payment
Upon receipt and review of your final report/documents we can then release the second payment. Please be sure to include a copy of all receipts and to use an AM Claim Form. Please contact the AM Admin Office if you require a Claim Form. Please send your completed claim form with receipts to the AM Admin Office admin@academyofmarketing.org.

If you would like to discuss any part of the report with a member of the Academy of Marketing, please contact us and we will provide further guidance or suggestions.

Laura Chamberlain: Laura.Chamberlain@wbs.ac.uk
Nicki Newman: N.L.Newman@bham.ac.uk
Sarah Montano: S.E.Montano@bham.ac.uk
Teresa Pereira Heath: teresa.pereiraheath@eeg.uminho.pt