GUIDELINES FOR INTERIM REPORT

Please send an electronic copy of your interim report to Anne Foy
admin@academyofmarketing.org by 30th November 2020

One of the conditions of funding for the Teaching Research and Development Grants is that project
teams will produce a short interim report to indicate progress is being achieved and whether the
outcomes are likely to be achieved on target. This is expected on 30th November 2020.

A final report for your project is expected by 31st May 2021. The interim report should be 3-4 A4
sides and include a brief outline of:

1. Report Title and details of the grant-holder and institution;
2. Summary of aims and objectives;
3. Outline of progress to date against the project plan;
4. Specific activities so far;
5. Future stages/developments toward completion of the project;
6. Any impacts on the original project plan content and/or time-scale; and
7. Summary of expenditure to date.

The report should include some detailed comment and reflection about Initial findings, outputs and
materials for dissemination.

Based on this report Academy of Marketing staff may make contact to discuss the potential to use
the initial findings and outputs being in AM publications and circulations, workshops, conference,
etc.

Please note that any dissemination of outcomes should acknowledge the support from the Academy
of Marketing. It would be useful if the AM Education Sub-Committee Chair Laura Chamberlain:
Laura.Chamberlain@wbs.ac.uk could be notified of any such activities that may occur prior to the
final report.

These are suggestions only and you may choose to use a different structure, provided it covers the
same aspects and emphasis.

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

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