

Tutorial Letter 101/3/2018

Public Relations MNM2607

Semester 1 & 2

Department of
Marketing and Retail Management

IMPORTANT INFORMATION

All assessments for this module can only be completed online. Please activate your myLife e-mail address, register on myUnisa and make sure that you have regular access to the myUnisa module website, MNM2607-2018-S1/S2.

BARCODE

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1 INTRODUCTION

Dear Student

The field of public relations is extremely dynamic and challenging. Nowadays the business environment is much more dynamic than in the past and in this dynamic environment, the interaction between an organisation and its publics is of critical importance. We shall do our best to make your study of this module interesting, useful and successful. In order to be successful in this module you will need to work continuously throughout the semester and resolve to do the assignments properly. Because this is a fully online module, with continuous assessment, you will need to use myUnisa to study and complete the formative and summative assessments for this course. You will therefore need to visit the module site on myUnisa for MNM2607 frequently. The module site for semester 1 is MNM2607-2018-S1 and the site for semester 2 is MNM2607-2018-S2. In addition to this tutorial letter you will also receive printed copies of some of the online study material for your module.

Tutorial Letter 101 – this tutorial letter – contains important information about the scheme of work, the assignments and guidelines for preparing and submitting the assignments for this module. Furthermore, the prescribed study material and other resources and how to obtain them are provided further on. We have also included general information about this module, as well as administrative guidelines. We urge you to read it carefully and to keep it at hand when working through the study material, preparing the assignments and addressing questions to your lecturers.

You will also receive Tutorial Letter 301 MRMALL8/2018 at the start of the semester. Please read it in combination with Tutorial Letter 101, as it gives you an idea of generally important information when studying at a distance in the Department of Marketing and Retail Management and in the School of Management Sciences.

From the onset we would like to point out that **you must read all the tutorial letters** you receive during the semester **immediately and carefully**, as they always contain important and, sometimes, urgent information.

It is truly a pleasure having you as a student, and I would like to take this opportunity to wish you every success with your studies!

1.1 Getting started: Going online

As a registered Unisa student, you will have access to the myUnisa online portal. In order to be successful in this module you need to have activated your myLife email address, be able to access myUnisa and find your module site for MNM2607. From there, you can access various online resources to assist you in your studies and complete all of your assessments for this module.

VERY IMPORTANT: Your myUnisa password is also used to gain access to a free myLife email address (your_student_number@mylife.unisa.ac.za). Unisa will only communicate with you using this myLife email address. The reason for this is that many of our students use web-based email addresses from Gmail, Yahoo or Hotmail; or email addresses at their current employment. Unfortunately these email addresses do not always stay current (people change jobs or forget their Gmail passwords), so Unisa ends up sending communication to an old email address and you miss out on valuable information about your studies. A possible solution to this is for you to automatically forward your myLife email to the email address of your choice – refer to section 1.1.3 below for detailed instructions.

Now answer the following questions to help guide you through this tutorial letter:

Question	Answer	Section
Question 1: Do you have access to the internet on a phone or computer to complete your assignments?	Yes	Skip to question 2
	No	Please go to section 1.1.1
Question 2: Have you claimed your mylife email address?	Yes	Skip to question 2
	No	Please go to section 1.1.2
Question 3: Do you know that you can forward your mylife email address to another email address?	Yes	Skip to question 3
	No	Please go to section 1.1.3
Question 4: Will you be using myUnisa for the first time?	Yes	Please go to section 1.1.3
	No	Skip to question 4
Question 5: Can you login to myUnisa yourself and find the MNM2607 module site on your own?	Yes	Skip to question 5
	No	Please go to section 1.1.4
Question 6: Do you know how to access your e-tutor site for MNM2607?	Yes	Please go to section 1.2
	No	Please go to section 1.1.5

1.1.1 Access to the internet

Having access to a reliable, internet-connected device like a computer, tablet or smart phone is crucial for completing MNM2607. If you struggle with internet access, you should consult <http://www.unisa.ac.za/telecentres> for a list of telecentres and internet cafes where you can connect to myUnisa for free. Alternatively you can visit any one of the Unisa regional centres and book time in the computer laboratory; lastly you can always take your own device to a regional centre and connect to the Unisa Student Wi-Fi for free.

1.1.2 Accessing myUnisa for the first time and claiming your myLife email address

Step 1: Using an internet browser like Microsoft Internet Explorer, Microsoft Edge, Google Chrome or Firefox on your computer, mobile phone or tablet, navigate to <http://my.unisa.ac.za>


The screenshot shows the myUnisa website homepage. At the top, there is a navigation bar with the myUNISA logo and a search bar. Below the navigation bar, there is a main banner for 'STUDY@UNISA' with a sub-header 'A guide to distance learning and Unisa'. To the right of the banner, there is a news section titled 'Vroom, vroom—Unisa 6 rides into history'. Below the banner, there are four service buttons: 'Registration', 'Learner Support & Regions', 'Assignments & Exams', and 'Student affairs & SRC'. To the right of these buttons, there are two more buttons: 'myLife email' and 'Unisa Radio'. Below the buttons, there is a 'Notices' section with a list of links and an 'Important links' section with a list of links.

Step 2: Click on the “Claim UNISA Login” link which should be near the top centre of the page, next to the Unisa logo

The screenshot shows the 'Claim UNISA Login' page. At the top, there is a heading 'Claim UNISA Login' and a sub-heading 'Welcome to UNISA'. Below this, there is a message: 'Please complete the application below to access your initial UNISA Login details.' This is followed by a list of systems: '1. myUnisa – teaching and learning system and the Unisa Library' and '2. myLife – a web-based email for UNISA students'. Below the list, there is a section titled 'Step 1 of 4: Please enter your student number'. This section contains a label 'Required items marked with *' and a form for 'Student number *'. At the bottom of the form, there is a 'Continue' button.

Step 3: Enter your Unisa student number in the block provided and click “Continue”

Step 4: Enter your personal information as required – make sure to enter it exactly as you did when you registered! Enter only your South African ID number OR a Passport number, do not enter both; and then click “Continue”

 Claim UNISA Login

The details you enter on this form will be compared to the biographical information in the Unisa Student System.

Step 2 of 4: Complete your personal information for 50871609

NOTE: If your name contains diacritical characters, and you get the “Data does not match” error, try the character without the diacritical character, e.g. “e” instead of “é”. If your name contains a hyphen (-) try leaving the hyphen out. Please enter your full names.

Required items marked with *

Surname *

Full names *


Date of birth (YYYY/MM/DD) * / /

South African Identity Number *

OR

Passport Number or Foreign ID *

Step 5: Read the statements on the new page carefully and then place a tick in each box to acknowledge that you have read them before clicking on “Acknowledge”

 Claim UNISA Login

Step 3 of 4: Acknowledge that you have read the information below

Click in the check boxes next to each statement to **acknowledge** that you have read these guidelines:

- This password will provide **initial access** to your myLife email account as well as the myUnisa Learning Management System.
- Your **myLife account will be the only e-mail account** recognized by Unisa for official correspondence from the university.
- You may redirect your myLife emails to another email account which you have access to. However, the myLife account will remain the official email address on record at Unisa.
- The management of this e-mail account is solely your responsibility. You can make use of the online features supplied by the email provider to protect the privacy of your account.
- It is your responsibility to protect your passwords from abuse by others. **DO NOT** disclose your passwords to any other persons.

Your student number and various passwords controls access to your information on myUnisa, myLife as well as allow access to the Library site. It is good practice to regularly **change** your passwords.

Unisa will not be liable for any changes to your information, made by other users logging in with your valid password, via the myLife email account (either with or without your consent) or myUnisa learning system.

Step 6: The final page in the registration process will provide you with your initial myUnisa password. This password is extremely sensitive so make sure that you write it down exactly as it is on screen (or if you are able, copy and paste it); the password will also be sent via sms to the mobile number that we have on record for you.

Claim UNISA Login

Step 4 of 4: UNISA Account details

Student number

You are almost done!

Your myLife email address is: @mylife.unisa.ac.za

Your cell phone number on record is: +27

TAKE NOTE

Your initial UNISA password will be:
and will be sent via SMS to your cell phone number on record.

Your initial UNISA password is case-sensitive – enter is exactly as above.

What is next?

You can now access your new myLife email account or the myUnisa learning system.

1. Click here to access your myLife email account at the Outlook Live Service. <http://mylife.unisa.ac.za/mail>
2. Click here to access the myUnisa learning system at <https://my.unisa.ac.za>

Step 7: Now you can go back to the myUnisa homepage <http://my.unisa.ac.za> and use your student number as 'user id' and the password that you have just received in order to login.

Once you have logged in you will find a welcome page with a "Message of the Day"; a list of menu options on the left hand side; and some tabs on the top of the page such as "My Workspace", "My Admin" and "More Sites"

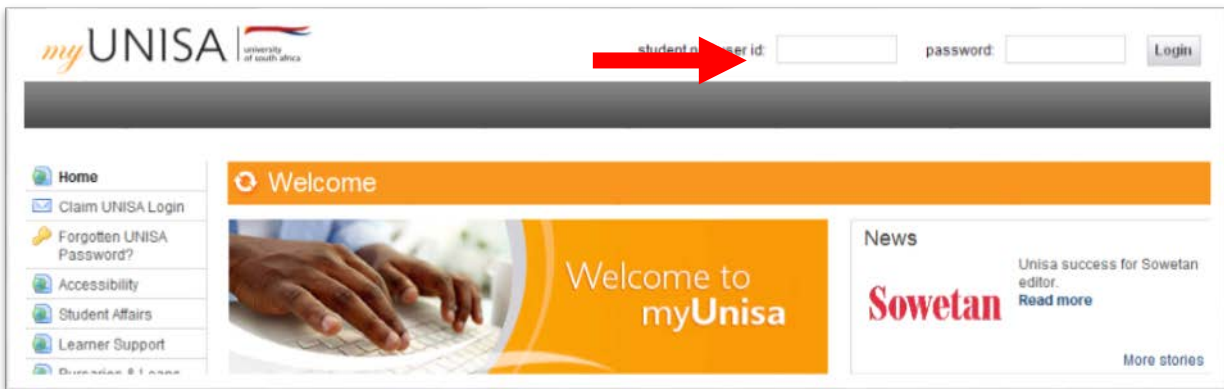
In order to change your password to something that is easier to remember, click on the "My Admin" tab at the top and then the "Change Password" link on the left hand menu.

Now click on the "More Sites" tab at the top of the page and look for MNM2607. If you see more than one tab that begins with MNM2607, look carefully at the end of the code. If it ends with a number followed by 'E' then it is a link to your e-tutor. E-tutors are a valuable source of additional information and support throughout the semester – you should visit the site as often as possible and engage with your e-tutor! The MNM2607 site without the 'E' at the end is the main module site and that is where you will find your official study material and be able to complete the online assignments for this module.

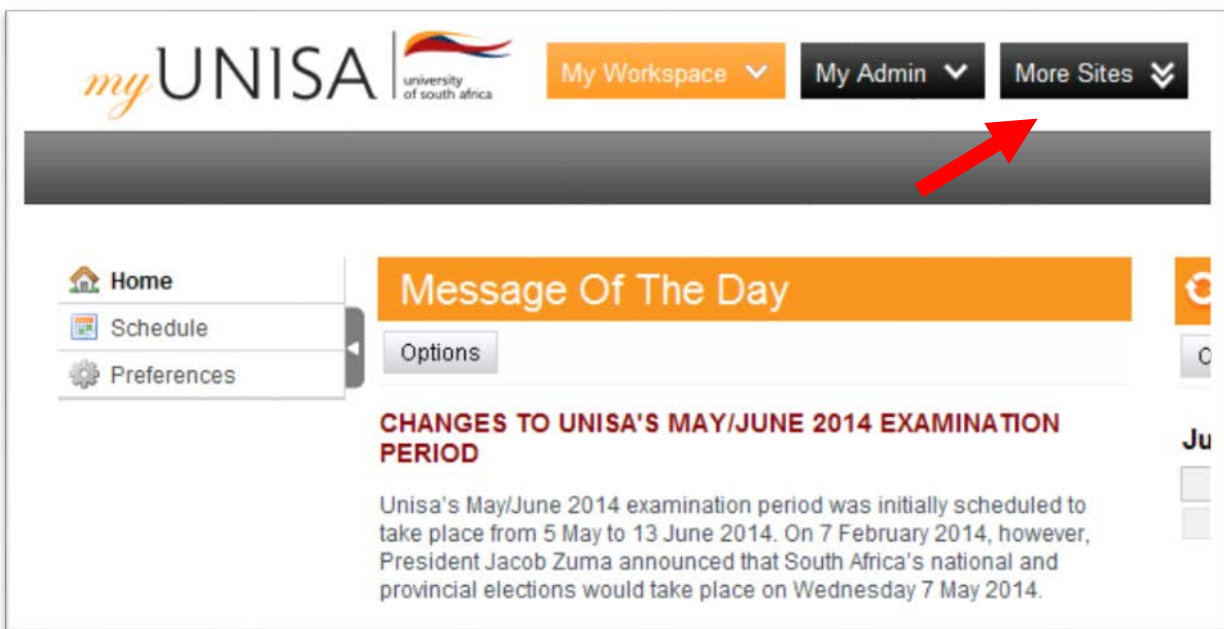
You will find tabs to each of the modules that you are registered for and e-tutor sites if applicable. If there is no e-tutor site, then you can engage directly with the lecturer on the main module site (MNM2607-18-S1)

1.1.3 Accessing myUnisa and forwarding your mylife email address

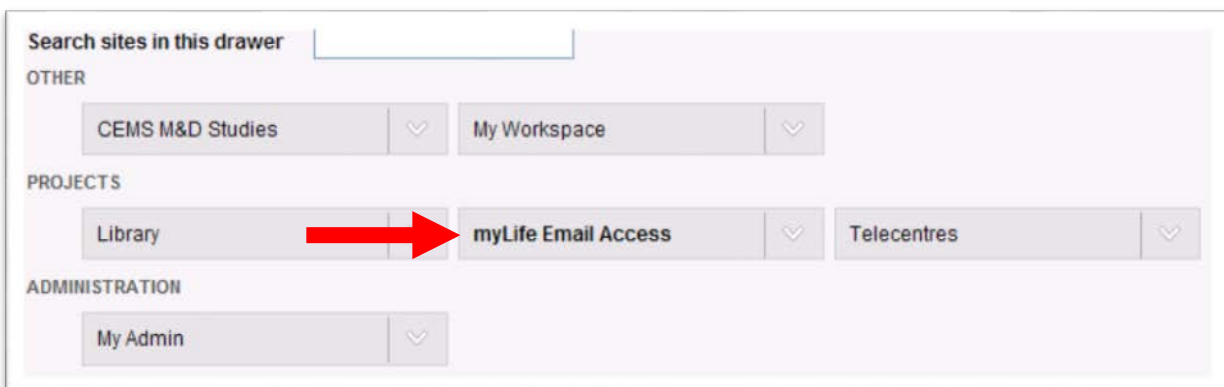
Step 1: Log onto myUnisa



Step 2: Click on 'more sites'

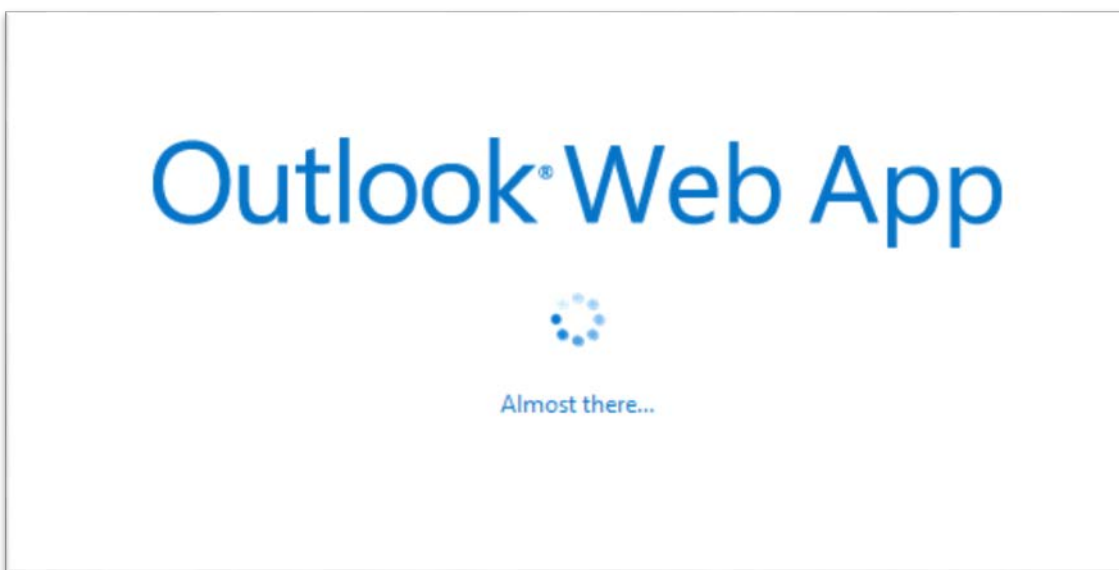


Step 3: Go to 'myLife Email Access'

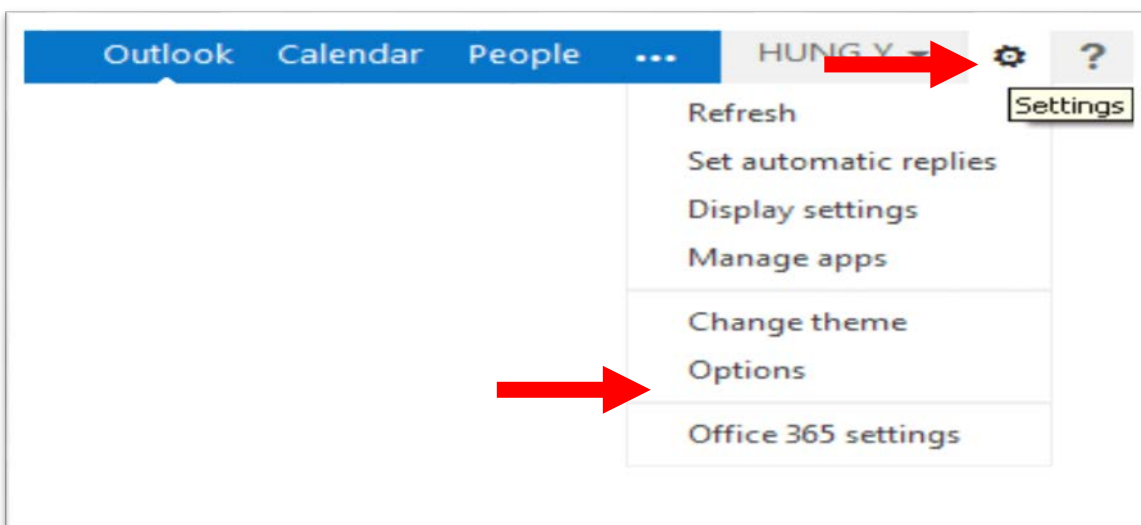




Another page will open – wait for it to load



Step 4: When it has finished loading, go to 'settings' which looks like a small gear icon and click on 'options'



Step 5: Click on 'forward your email'

shortcuts to other things you can do

[See email from all your accounts in one place](#)

[Set up an automatic reply message](#)

[Connect your mobile phone or device to your account](#)

[Connect Outlook to this account](#)

[Forward your email](#)



[Change your password](#)

[Import your contacts from an existing email account](#)

Step 6: Enter your personal email and save

forwarding

Forward my email to:

hungy@unisa.ac.za

Keep a copy of forwarded messages in Outlook Web App

stop forwarding

save

For more information on myUnisa, consult the brochure Study@Unisa, which you received with your study material.

It is very important that you log in to myUnisa regularly. We recommend that you log in at least once a week or every 10 days to do the following:

- *Check for new announcements.* You could also set up your myLife e-mail in such a way that you will receive the announcement e-mails on your cellphone.
- *Participate in the discussion forum activities.* For every learning unit or study unit in this module, there is an activity to do. Although these activities are not compulsory we would like you to discuss these with your fellow students, your lecturer and e-tutors (if available) on the discussion forum. Although you could check the instructions about the activities in your study material and even prepare your answers without logging on, you would need to go online to post your messages. Don't skip these activities, because they will help you to better understand the theory of the module.

1.1.4 Finding your MNM2607 module site

You can go online to access your study material and see what to do for the module. Go to <https://my.unisa.ac.za> and log in using your student number and password. You will see MNM2607-18-S1 or MNM2607-18-S2 in the row of modules in the orange tabs across the top of the web page. If you cannot find it in the orange tabs, you could also check in the "More sites" tab. Click on the module you want to open.

1.1.5 Accessing your e-tutor site for MNM2607

If you see more than one tab that begins with MNM2607, look carefully at the end of the code. If it ends with a number followed by 'E' then it is a link to your e-tutor. E-tutors are a valuable source of additional information and support throughout the semester – you should visit the site as often as possible and engage with your e-tutor! The MNM2607 site without the 'E' at the end is the main module site and that is where you will find your official study material and be able to complete the online assignments for this module.

1.2 Participating in the online learning community

If you have taken online courses before, you may well be familiar with how to participate in online environments. However, if this is the first time you are taking an online course, you may be interested in how to go about communicating in cyberspace. An important issue of online communities is how people relate to each other. As you may know, the internet – cyberspace – has its own culture and accompanying etiquette for e-mails, social networks and more formal online environments such as myUnisa.

When communicating electronically, people often forget that the person on the receiving end is someone with feelings, facial expressions, gestures and a unique tone of voice. Without being able to observe these communication cues, it is quite possible to misinterpret participants' meaning – in the case of online communication, meaning is usually conveyed by written words only. Because online communication tends to be less personal, it would be a good idea to familiarise yourself with [guidelines on netiquette](http://www.albion.com/netiquette/corerules.html) (social codes/etiquette for the internet, available at <http://www.albion.com/netiquette/corerules.html>). These guidelines will give you useful information about participating in online discussions, such as how to address one another and making sure you *"know what you're talking about and make sense"* (see netiquette rule #5).

Please note that when participating in the online discussions, we strongly recommend that you direct your responses to your lecturers and fellow students by **addressing them** at the opening of your response. Also, when you end your contribution, **sign off by using your name** (or title and surname). This will serve as an indication of how you would like your lecturers and fellow students to address you.

We urge you to make an effort and commit to following these guidelines to ensure that your communication and actions online are respectful.

2 OVERVIEW OF PUBLIC RELATIONS (MNM2607)

2.1 Purpose

The purpose of this module is to enable students to gain insight and acquire knowledge of foundational concepts in the development of public relations; the public relations process, public relations campaigns; public relations research; ethics in public relations and other relevant issues.

2.2 Outcomes and assessment criteria

Outcomes	Assessment criteria
Demonstrate solid knowledge and a sound understanding of public relations and its role within the business environment.	<ul style="list-style-type: none"> • Public relations can be defined. • The place of public relations within the organisation and society can be explained. • The development of public relations can be explained. • The functions and characteristics of public relations can be discussed. • With the aid of practical examples and an illustration, the public relations planning process can be explained. • The key stakeholders of a business can be discussed. • The meaning of relationships within organisation in a public relations context can be discussed in accordance with theory. • The characteristics and benefits of effective relationships can be discussed. • The place of public relations in an organisation can be discussed in accordance with significant theory. • Distinction can be made between public relations, advertising, branding and marketing.
Demonstrate solid knowledge and a sound understanding of public relations research.	<ul style="list-style-type: none"> • The importance of public relations research is described. • With the aid of practical examples, each step of the public relations process can be discussed in detail. • Best practices in public relations research can be explained. • It can be explained how social media activities can be monitored.
Demonstrate solid knowledge and a sound understanding of public relations practice in Africa.	<ul style="list-style-type: none"> • The difference between traditional public relations and online public relations can be discussed. • The different forms of media can be discussed in accordance with theory.

	<ul style="list-style-type: none"> • The difference between controlled and uncontrolled media can be explained in accordance with theory. • The characteristics of each of the mass media types can be discussed in accordance with theory. • Internal media can be discussed in detail. • The public relations communication tools can be discussed in detail. • The various internet-based public relations can be discussed by referring to the tools that can be integrated as various elements of the integrated communication approach. • With the aid of practical examples, the way in which organisations can utilise online public relations as a relationship-building tool can be discussed. • The objectives and types of a campaign can be discussed in accordance with theory. • The public relations campaign can be defined. • The elements for campaign success can be discussed. • The various models of public relations campaign planning can be compared. • Media planning can be discussed.
<p>Demonstrate solid knowledge and a sound understanding of critical issues in the field of public relations.</p>	<ul style="list-style-type: none"> • The role of corporate social responsibility (CSR) in public relations can be explained. • The need for and benefits of corporate social responsibility to internal and external stakeholders can be discussed in accordance with theory. • CSR stakeholder communication and strategies can be explained in accordance with theory. • Ethics can be defined. • The relationship between public relations and ethics can be discussed in accordance with theory. • Organisational crisis can be defined. • The categories of an organisational crisis can be discussed. • The characteristics of a crisis can be discussed. • Crisis management can be explained. • Crisis response planning can be discussed in accordance with theory.

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

My name is Mrs Letitia Fourie and I am the lecturer for this module. My contact details are as follows:

Address: AJH van der Walt Building,
Office number: 5-65
Telephone: 012 429 8303
Fax: 086 620 4942
E-mail: marketing@unisa.ac.za

3.2 Lecturer availability

The lecturer for this module will be available to take phone calls on academic matters and/or to attend to students who may prefer to visit personally for academic engagement. However, the days and times of lecturer's availability will be communicated in the module page on myUnisa. These days and times are subject to change from time to time in order to accommodate the lecturer's work schedule and other commitments. The changes on the days and times will be communicated by the lecturer in advance through the announcement option on myUnisa as and when this happen. Students are advised to check the module page on myUnisa before making phone calls or visiting the lecturer's office for academic enquiries/engagements to avoid disappointment.

Please note that lecturers should only be contacted for academic enquiries, that is, enquires about the content of the module. If you want to enquire about your student account or whether or not we have received your assignment, please refer to section 3.3 below. **Letters to lecturers may NOT be enclosed with assignments.**

3.3 University

To contact the University follow the instructions in the brochure Study@Unisa. Remember to have your student number available whenever you contact the University. In the table below are some of the most important university contact details:

Communication with the administrative departments of the University

If you need to contact the University about matters not related to the content of this subject, please consult the booklet Study@Unisa that you received with your study material. This booklet contains information on how to contact the University (for example, to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open).

Always have your student number at hand when you contact the University.

Please note that all administrative enquiries should be directed to the following:

Student admissions and registrations	Study-info@unisa.ac.za
Student assessment administration for assignments	Assign@unisa.ac.za
Student assessment administration for examination	Exam@unisa.ac.za / examadmission@unisa.ac.za
Despatch: Study material	despatch@unisa.ac.za
Finance	finan@unisa.ac.za
ICT (<i>myUnisa</i> & <i>myLife</i>)	MyUnisaHelp@unisa.ac.za MyLifeHelp@unisa.ac.za

Also study Tutorial letter 301 MRMALL8/2018 for further contact information.

4 MODULE RELATED RESOURCES

4.1 Prescribed books

The tutorial matter for this module consists of the following:

- ONE study guide and a number of tutorial letters available in English only
- TWO prescribed books (which you must obtain yourself)

The compulsory prescribed books for this module are:

- ❖ Fourie, L. 2017. *Public Relations: Theory and Practice*. 2nd Edition. Cape Town: Juta. (ISBN: 9781485125211)
- ❖ Niewenhuizen, C. & van Heerden, C.H. 2016. *Contemporary Retail and Marketing Case Studies*. 2nd Edition. Cape Town: Juta. (ISBN: 9781485102151)

Prescribed books can be obtained from the University's official booksellers, see a list of official booksellers and their addresses in study @ Unisa booklet. If you have difficulty in locating your book(s) at these booksellers, please contact the Prescribed Books Section at 012 429 4152 or e-mail vospresc@unisa.ac.za.

4.2 Other resources – printed support material

Because we want you to be successful in this module, we also provide you with some of the study material in printed format. This will allow you to read the study material even if you are not online. The printed study material will be sent to you at the beginning of the semester, but you do not have to wait for it before you start studying – you can go online as soon as you have registered and find all your study material there. The material we will send you is an **offline** copy of the formal content for the online module. Having an offline copy will enable you to study for this module **WITHOUT** having to use the internet or to go to an internet café. It will save you time and money, and you will be able to read and re-read the material. We hope that by giving you extra ways to study the material and practise all of the activities, this system will help you succeed in the module. To get the most out of the course you **MUST** go online regularly to complete the activities and assignments on time.

Remember, the printed support material is back-up material. It does not contain any extra information. **In other words, do NOT wait for the printed support material to arrive before you start studying.**

4.3 Library services and resource information

The Library has compiled numerous library guides:

- finding recommended reading in the print collection and e-reserves – <http://libguides.unisa.ac.za/request/undergrad>
- requesting material – <http://libguides.unisa.ac.za/request/request>
- finding, obtaining and using library resources and tools to assist in research – http://libguides.unisa.ac.za/Research_Skills
- contacting the Library/finding us on social media/frequently asked questions – <http://libguides.unisa.ac.za/ask>

5 MODULE-SPECIFIC STUDY PLAN

Below is a study plan that we propose you use to work through the study material systematically until the examination time. However, it is merely a broad guideline and you may adapt it to fit your own particular time schedule. The time allocated to each topic also serves as an indication of its importance within the context of all the prescribed study material. Please see the **Study@Unisa** brochure for general time management and planning skills.

Learning unit	Learning unit name	Time allocated	Date completed	
			First Semester	Second Semester
1	Public relations defined	7 hours	21/02	03/08
2	The place of public relations	8 hours	26/02	07/08
3	Public relations and relationships	10 hours	01/03	10/08
4	Research in public relations	12 hours	05/03	13/08
5	Public relations and the media	15 hours	17/03	24/08
6	Online public relations	15 hours	26/03	03/09
7	Public relations communication tools	18 hours	12/04	12/09
8	Public Relations campaigns	15 hours	18/04	18/09
9	Crisis management	12 hours	20/04	20/09
10	CSR and ethics in PR	8 hours	23/04	25/09

6 CONTINUOUS ASSESSMENT

6.1 General remarks

MNM2607 is a “continuous assessment module” and therefore does not make use of a final summative examination. Instead, for this module, all of your assignments will contribute towards your final result. Each of the assignments contributes a certain percentage (indicated as a weight below) towards the final result, so you are able to manage your own learning throughout the semester.

The benefits of continuous assessment include:

- You will not have to complete a final exam for this module
- You will not be in a stressful examination hall with hundreds of other students
- During the semester you will have a good idea of what your final result will be
- Each of the assignments during the semester will ensure that you work through all of the study material

There will be four assignments for this module all contributing towards your final mark. All four assignments are online assignments which you will complete on myUnisa. Pay attention to the assessment criteria for each assignment as these criteria will help you to understand what is required of you.

6.2 Submission of assignments

You can only complete your assignments for this module electronically via *myUnisa* by making use of the “Self-assessment” tool. **I advise you NOT to wait until the last date provided before you complete your assignments on myUnisa**, as the system might be very busy or down for routine maintenance.

To complete an assignment via the *myUnisa* self-assessment tool :

- Go to *myUnisa*
- Log in with your student number and password.
- Select the module.
- Click on “self-assessments” in the left-hand menu.
- Click on the assignment number you want to complete.
- Follow the instructions on the screen.

PLEASE NOTE:

You cannot submit or post a paper copy of your assignment.

6.3 Compulsory assignments

There are **FOUR** compulsory assignments for this module. There are non-negotiable submission deadlines for each of these two assignments (see **ADDENDUM B** and **C** further on). Although it is open book assignments you will need to study the work before attempting to complete the assignments as it is a timed quiz, you will not have time to look for the answers in your study material.

Assignment number	Weight	Type of assessment	Time to complete assignment	Attempts
1	20%	01 Online quiz	30 minutes	Two
2	10%	02 Online quiz	30 minutes	Two
3	20%	03 Online quiz	30 minutes	Two
4	50%	04 Final Online quiz	60 minutes	One

6.4 Practice assignment

There will be a practice assignment available under the self-assessment tool where you can practice as many times, as you want to see the format of the assignment and how the questions

will be asked. The practice assignment has 15 questions and you will have 30 minutes to complete it. The practice assignment will be based on study unit 1 and some general information of the module that can be found in this tutorial letter and your Study@Unisa brochure. It will be available throughout the semester.

6.5 Final mark

The marks obtained for all four compulsory assignments, contribute 100% towards your final mark, there is **no formal examination for this module**. The combined weighted averages of your assignment marks must be 50% or higher for you to pass the module.

For example:

Assignment name	Assignment contribution to final mark (weight)	Your mark
Assignment mark 01	20%	60%
Assignment mark 02	10%	80%
Assignment mark 03	20%	40%
Assignment mark 04	50%	50%

The final mark is calculated as follows:

$$\begin{aligned}\text{Final mark} &= (20\% \times 60\%) + (10\% \times 80\%) + (20\% \times 40\%) + (50\% \times 50\%) \\ &= 12 + 08 + 08 + 25 \\ &= 53\%\end{aligned}$$

You will need a final mark of at least 40% to qualify for a supplementary examination. Refer to Tutorial Letter 301 MRMALL8/2018 for more information.

7 FREQUENTLY ASKED QUESTIONS

The Study@Unisa brochure contains an A-Z guide of the most relevant study information. You can also find Frequently Asked Questions (FAQs) specific to MNM2607 on myUnisa. To access the FAQs, go to your module site and click on the FAQ tab on the left hand side.

8 CONCLUSION

Do not hesitate to contact us by e-mail if you are experiencing problems with the content of this tutorial letter or with any academic aspect of the module.

Remember that the module requires you to work at your studies – the more you do, the more you will get out of your studies. We wish you a fascinating and satisfying journey through the learning material and trust that you will complete the module successfully.

Enjoy the journey!

Mrs L Fourie

Department of Marketing and Retail Management
UNISA

ADDENDUM A – EXPLANATION OF ASSIGNMENT TABLES

Information on the four compulsory assignments for this module is contained in **ADDENDUM B** (Semester 1) and **ADDENDUM C** (Semester 2). The following is an explanation of the table in which you will find the information for your assignments:

- **Assignment** – This is the name of the assignment. There are four compulsory assignments. All four of these assignments should be completed online and on-time.
- **Contribution to final mark** – This is the percentage that the assignment will contribute to your final mark of 100%.
- **Due date** – Each assignment will be available for one week. You can complete the assignment **any time** during this week. There will be no extensions on these dates. If you miss the assignment you forfeit the percentage towards your final mark.
- **Type of assessment** – The assignment will be in the form of an online quiz that you can find under the self-assessments tool on myUnisa. Refer to section 6 of this tutorial letter for more information on how to access this tool.
- **Number of questions** – This is the number of questions you will receive during each assessment to answer.
- **Time to complete** – Once you begin the assessment on myUnisa there will be a time counter. You need to answer all of the questions within the allowed amount of time. This means that you need to make sure that you know your work as you will not have time to look for answers in the study material. Refer to the last column for the relevant study material for each assessment.
- **Attempts** – This is the number of times you will be allowed to do the assignment during the week in which it is available. When you make more than one attempt, we will record your highest score to count towards your final mark.
- **What you need to prepare for this assignment – study guide and prescribed book** – This refers to the learning units on which the questions will be based. Also remember to study the relevant pages in the prescribed book together with the study guide.
- **What you need to prepare for this assignment – case studies** – This is the case study you need to prepare for the assignment from the *Contemporary Retail and Marketing Case Studies* prescribed book. There will be questions based on this case study in the assignment.

ADDENDUM B – ASSIGNMENTS SEMESTER 1

There are **FOUR** assignments for this module. **ALL FOUR** assignments are **COMPULSORY** and must be completed on myUnisa. All four compulsory assignments contribute to your final mark. The submission dates of these four assignments are non-negotiable.

Assignment	Contribution to final mark	Due date	Type of assessment	Number of questions	Time to complete	Attempts	What you need to prepare for this assignment:	
							Study guide and prescribed book	Case studies in <i>Contemporary Retail and Marketing Case Studies</i>
01 Online quiz	20%	5 – 9 March 2018	Online quiz	15 random questions	30 minutes	Two	Study guide learning units: 1 to 4	<ul style="list-style-type: none"> • On the Dot • Tsogo Sun • Tshidullo African Day Spa
02 Online quiz	10%	26 – 30 March 2018	Online quiz	15 random questions	30 minutes	Two	Study guide learning units: 5 to 6	<ul style="list-style-type: none"> • For a Kid cc • Jam & Daisies • Pulp
03 Online quiz	20%	9 – 13 April 2018	Online quiz	15 random questions	30 minutes	Two	Study guide learning units: 7 to 10	<ul style="list-style-type: none"> • Ice Cream Ninjas • Microsoft • Momentum
04 Final online quiz	50%	1 – 4 May 2018	Online quiz	40 random questions	60 minutes	One	Study guide learning units: 1 to 10	None

ADDENDUM C – ASSIGNMENTS SEMESTER 2

There are **FOUR** assignments for this module. **ALL FOUR** assignments are **COMPULSORY** and must be completed on myUnisa. All four compulsory assignments contribute to your final mark. The submission dates of these four assignments are non-negotiable.

Assignment	Contribution to final mark	Due date	Type of assessment	Number of questions	Time to complete	Attempts	What you need to prepare for this assignment:	
							Study guide and prescribed book	Case studies in <i>Contemporary Retail and Marketing Case Studies</i>
01 Online quiz	20%	13 – 17 August 2018	Online quiz	15 random questions	30 minutes	Two	Study guide learning units: 1 to 4	<ul style="list-style-type: none"> • OneTwoSix Architects • 40Foods Distributors • Tshidullo African Day Spa
02 Online quiz	10%	3 – 7 September 2018	Online quiz	15 random questions	30 minutes	Two	Study guide learning units: 5 to 6	<ul style="list-style-type: none"> • 40Foods Distributors • Dial-a-Surprize • TFG
03 Online quiz	20%	24 – 28 September 2018	Online quiz	15 random questions	30 minutes	Two	Study guide learning units: 7 to 10	<ul style="list-style-type: none"> • Ice Cream Ninjas • On the Dot • Rollasole
04 Online quiz	50%	8 – 12 October 2018	Online quiz	40 random questions	60 minutes	One	Study guide learning units: 1 to 10	None