

You will be provided with a list of research questions, and will write a research essay in response to one of these questions, with reference to specific examples from the industry of your choice. Your essay should use academic and industry research to argue for a particular perspective in response to the question provided. You are encouraged to choose and expand upon one of your answers for A1 that you wish to explore further, but you may also choose to go in an entirely new direction. You will be expected to back up your argument with both academic and industry sources, and to make your argument in a rigorous academic style. In other words, while you are encouraged to have your own opinion and to express it in your essay, your argument must be backed up by evidence.

Criteria	High Distinction
Knowledge and understanding of key concepts Weighting: 35%	Demonstrates an advanced, in-depth knowledge and understanding of core theoretical concepts.
Analysis and evaluation of case study Weighting: 35%	Incisive and sophisticated analysis and evaluation of each case study that is clearly contextualised within relevant theoretical and industrial contexts.
Integration of research Weighting: 20%	Demonstrates authoritative grasp of research skills by seamlessly integrating a diverse range of relevant and high-quality sources.