BMW electric vehicle sales in Australia Academic Level : Bachelor Paper details The following are some of the elements you should include in your project proposal. You don’t have to include everything, this is just to get you started. You may use sub-headings in your essay. Do not consider this a template. Your project proposal should only include elements that are useful for providing a clear and compelling portrayal of your project. Many of these headings will be useless for many projects. Look at the exemplars to see the range of styles past students have employed. Working Title This can change over the course of semester as you become more familiar with your subject and construct an argument. Topic Area This can be quite broad, for example ‘Online celebrities’, ‘Cyberbullying in Australian high schools’, or ‘Censorship and social media in China’. My topic : BMW electric vehicle sales in Australia Research Question This should be narrower and more focused than your topic area, for example, ‘What is the role of online celebrities in influencing social change with reference to obesity prevention?’ or ‘How is the cyberbullying problem being addressed in educational material for school children in Australia?’ You can have more than one question. My research question: From 2018–2020, why were BMW's electric car sales less than Tesla's electric car sales in Australia? Objectives This describes how your research will enable you to find out or achieve something meaningful. It can be a simple statement. Example: ‘To explore [insert topic area] through a content analysis of [relevant area] news stories published in China Daily between [insert dates]. By undertaking this study, I aim to achieve an understanding of how [topic area] is represented in…’ Or if you have more than one objective, this section could be longer. Genre (and justification) Example for a journalism project: ‘My research question lends itself to a journalism project because a narrative account of the problem [insert details] enables me to reach a wider audience than a research essay and to elaborate on the complexities behind the controversy. I have in mind [insert publication name] for this piece of writing. As there are a number of elements [mention subject] which occurred over a period of time, I can interview several people involved to reconstruct the events, and provide a number of different perspectives. Example for an industry report: ‘My research question lends itself to an industry report because I have identified a challenge faced by this sector of this industry [supply details] and can research alternative methods for making improvements and achieving change [provided details of areas for investigation and recommendation]. Method or Methods and Justification (For a work of 3,000 words, one method is usually sufficient.) Example: ‘The [insert method] I have chosen is suited to my research because it enables me to understand how ….’ [You will need to refer to scholars who have written about your method and its uses, advantages and limitations]. Significance This is the ‘so what’ question. What is the value or benefit of your project? What are you hoping to achieve? What or how does your essay/report/media project add to the body of knowledge on this subject? How does it differ from previous research? Does it offer a new perspective? Is it innovative? (It doesn’t have to be all these things, these are only suggestions.) Timeline How do you propose using the time between now and the end of Week 14 to complete your research project and exegesis assignments? Set this out as a list or in grid form, using your mini-project plan or similar planning tool. It’s useful to set yourself tasks to complete on a weekly basis; and keep in mind Peer review in Week 9, consultations in Weeks 10 & 11 and presentations in Weeks 12 & 13. References Include at least six references that you will be using in your project. These should include 1. references about your method (at least 2) 2. references about your topic area (at least 4) You may also include references to your chosen genre if there is scholarship on it (for example, a SWOT Analysis for an Industry Report or content analysis for a research essay, the 8 principles of social marketing for a media campaign, in-depth interviewing for a journalism project). You will need more references when you submit the final project assignment, so this is just a start. Grading criteria are as follows Research Evidence of research and scholarly attribution of sources Understanding the materials and engaging with scholarship Theoretical knowledge applied to real-life situations Statement of project aims Context Clear context and rationale for study Suitability and justification of chosen genre to research project Awareness of audience or target market depending on genre and topic Explanation for innovation and/or significance of project Structure and Clarity Identification of clear research question or problem to be explored and/or solved Clarity of expression Organisation and structure of essay/report/campaign/project Meeting word count, referencing and formatting instructions