Description This is an individual assignment and should be presented in an ESSAY style format with a word count of 2,000 words (word count excludes figures, tables, charts, appendices, list of references). The editorial requirements are: font Arial 12 and one and a half line spacing. You are required to submit the assignment via An essay which is characterized by the indicative content and style outlined in one of the following grade bands will be graded within that range. 70 + The definition and description of the concepts of identity, self-concept and the concept of dynamic identity that demonstrates an excellent understanding of relevant issues and an ability to critically evaluate their usefulness for understanding consumer behavior. The literature review should demonstrate an excellent understanding of relevant issues, the discussion is structured and the argument is well developed and focused. Overall, the essay demonstrates an excellent understanding of the topic and provides well-supported examples. 60-69 The definition and description of the concepts of identity, self-concept and dynamic identity demonstrates a good understanding of relevant issues and an ability to evaluate their usefulness for marketing researchers and practitioners in understanding consumers. The literature review supports the identification and analysis of the phenomenon and appropriately uses relevant secondary data sources and methodologies used in previous research. It demonstrates a good level of relevant knowledge; the discussion is structured and the argument is well developed. Overall, the essay demonstrates a good understanding of the topic and provides examples. 50-59 The definition and description of the concepts of identity, self-concept and dynamic identity demonstrates a competent understanding of relevant issues and an ability to evaluate their usefulness for marketing researchers and practitioners in understanding consumers. The literature review is descriptive rather than analytical and indirectly supports the identification of the phenomenon. Limited use of secondary data is evident in the discussion. Nevertheless, the review demonstrates a basic but acceptable level of knowledge of the relevant concepts. Overall, while the essay demonstrates a competent understanding of relevant issues and basic concepts, it is largely descriptive with a general focus and lacks detail with respect to examples. 40-49 The definition and description of the concepts of identity, self-concept and dynamic identity demonstrates a basic understanding of relevant issues. The literature review is descriptive and limited rather than analytical and focused. Limited use of secondary data is evident in the discussion. Nevertheless, the review demonstrates a basic but acceptable level of knowledge of the relevant concepts. Overall, while the essay demonstrates a basic awareness of relevant issues and basic concepts, it is largely descriptive with a general focus and lacks detail with respect to examples or relevance to recent literature on the topic. Problems with expression, syntax and or structure. Problems with referencing. 0-39 The definition and description of the concepts of identity, self-concept and dynamic identity demonstrates inadequate understanding of relevant issues and theories. The literature review is descriptive and limited rather than analytical and focused. Limited or no use of secondary data and examples is evident in the discussion. There are limited links between theory and examples. The essay may lack structure and clarity with a general focus and lacks detail with respect to examples or relevance to recent literature on the topic. Poor expression, syntax and or structure. Poor referencing.