Description A 2,000 word written Individual Research Paper will address a topic of your choosing from the teaching syllabus. The purpose of the Individual Assignment Paper is to enable you to demonstrate a critical understanding of the academic theory relating to your chosen topic, and how the theory could be applied to a focal brand, company or organization of your choosing. Drawing on academic articles relating to your chosen topic, your assignment should demonstrate a critical understanding of the main theory/ frameworks that prevail within that topic area and how the selected theory/ frameworks could be applied in the case of your chosen brand, company or organization. You can choose any type of brand, company or organization on which to base your paper, but you must gain the approval of the Module Leader before you can commence work. You should use example(s) of marketing activity you have observed within your chosen brand/ company/ organization to highlight how the theory/ frameworks can be applied in practice. For example, you could evaluate alternative conceptualizations of consumer value and determine the dimensions on which value might be perceived by the target audience for your chosen brand/ company/ organization. Important! Your paper absolutely MUST include and make reference to at least eight academic journal articles. Obviously using more than eight academic journal articles will enable you to produce a more insightful and critical paper. In addition to the academic journal articles you are expected to draw upon a range of credible sources such as text books and professional / practitioner websites and publications to support your points, but these do not count as an academic journal article. My topic is Global Brand Management and the brand Coca Cola. Please look at Power Point.