

Particularly useful
and influential essay



**ASSIGN
BUSTER**

Each student needs to submit a Reflective Log as part of his or her assessed coursework (see assessed coursework instruction sheet). In this Reflective Log you should record and reflect upon your reading, class and group work experiences. Entries in this log will help you to identify the knowledge and skills that you have developed during the course. It will also show you where you need to develop further. You should complete a copy of the template below after each class session/ each week and/or after each meeting of your Stories of Brands project group.

You may even want to complete a copy of the template when you have read something that you have found particularly useful and influential. (a word document version of the reflective log template is available on Moodle). Each time you complete a copy of the template, only fill out those sections that are relevant to the particular experience you are reflecting on. In the final week of the course you will need to submit a combined set of copies of your reflective log in a bind-format (ring binding or perfect binding is acceptable).