

TEACHER WEBINAR SERIES - THE PROJECT #3

GD EDUCATION

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Intro / Extra Info

Scheme of Work Survey

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Book club sign up

EAL book translation



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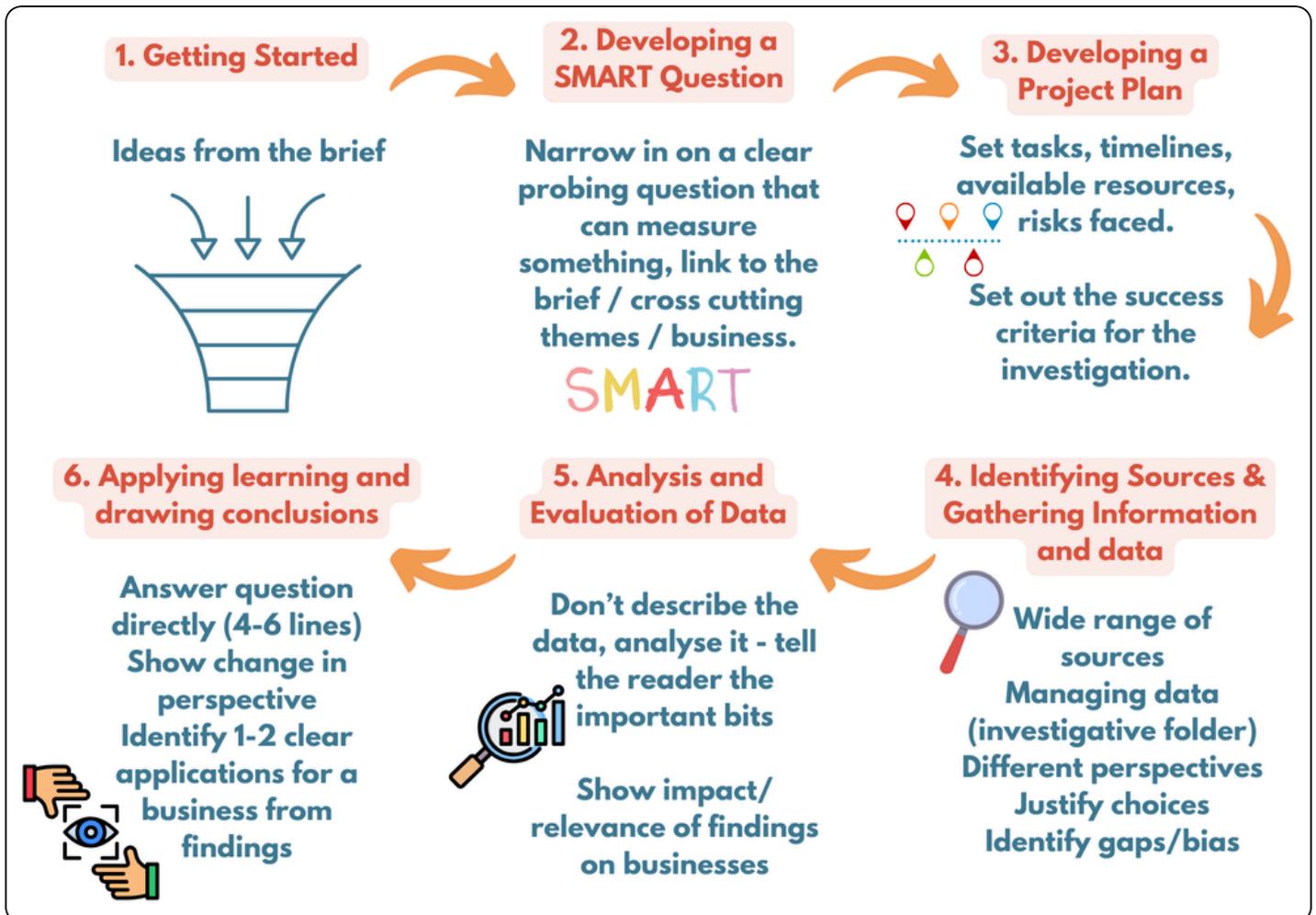


November/Christmas exams

Resource sharing on the hub

Re-cap - how to do the project

The Process / Project Planner



Compiling your report

- 1. Introduction (Approx 200 words) – STATE YOUR QUESTION, AIMS AND RATIONALE
- 2. Investigation and Findings (Approx 400 words) PRESENT THE DATA YOU HAVE FOUND
- 3. Analysis and Evaluation (Approx 600 words) – MAKE SENSE OF THE EVIDENCE
- 4. Conclusions (Approx 300 words) -> STATE WHAT YOU HAVE LEARNED
- 5. References

Overall Coherence - quality, organisation, cohesion, originality, structure, use of business terminology, correct referencing

Stages 1&2



Seems to offer no nonsense, honest advice around health and fitness - honest/transparent marketing...

Use to view role of ethics in his marketing in an industry often dominated by or linked to exaggerated claims and loose before and after pics or get ripped quick services.

Investigate

- 1. If/how Sean Casey Fitness is ethical in marketing**
- 2. How consumers respond to it**
- 3. Any laws/examples of fines that would deter unethical marketing**

Stage 1: Getting Started (2-3 hours)

Goal for this stage: To understand the theme set by the SEC, explore possible directions your research could take, and start forming early ideas that connect with your interests and the world of business.

Step 1: Write the theme of the brief in here

You are required to explore how ethical considerations impact marketing for a business of your choice operating in the service sector in Ireland.

Step 2: Brainstorm the theme – answer these questions

What do I already know about this theme?

I know there are different types of marketing, like ads, social media, promotions, packaging, and branding.

Being ethical means being honest and fair, not lying to or misleading customers. From Junior Cycle Business I remember that laws protect consumers and that the CCPC check if businesses are misleading people.

How does this theme relate to what I've learned in class so far? Or to anything I know from the world of business? Or to other things I've learned about before?

In class we studied the marketing mix and how advertising and branding influence customers.

In real life I've seen examples that look really exaggerated – like online grinds promising your grades will jump by 20%, or fitness programmes saying "Get shredded in 30 days!"

Those seem unfair because most people probably won't get those results. I've also seen positive ethical marketing – for example, Sean Casey Fitness, who uses honest messages about fitness and avoids fake transformation photos.

What else should I learn more about this theme before going further?

I want to:

- *Find examples of Irish businesses that were punished for misleading marketing.*
- *Learn how customers react when a business is honest versus when it exaggerates.*

- *Figure out if exaggerating always helps sales or if it damages trust.*

Step 3: Explore different sources to deepen your understanding of the theme and find new ideas. Discovering new information and evolving your thoughts are key to the process.

Ideas for research sources: Your Business book, articles shared with you in class, news articles online, interview with local businesses (email/phone), business websites, YouTube...

Write down any new ideas or information that you are interested in here. You should log sites and links or places you found information so that if you use them in your project later on you'll be able to reference them correctly.

- *Searched the CCPC website for cases about false advertising.*
- *Checked the ASAI site for rulings on influencer marketing.*
- *Watched Sean Casey Fitness YouTube videos and listened to his podcast The Sean Casey Fitness Podcast.*
- *Read Irish Times and Independent business articles about honest versus misleading ads.*

New idea: compare ethical vs exaggerated marketing to see which builds more trust or success.

By now, hopefully you have an idea of something related to the theme that you have an interest in – now you could consider the main issues or problems or gaps in your knowledge.

Step 4: Organize your thoughts e.g. using a Mind Map

Write out the theme, and branch out to what you know and what you want to learn. Colour-coding can help - (e.g. **green** = **known info**, **red** = **questions**, **blue** = **possible focus areas**) to help you see gaps and patterns in your research.

- Some fitness businesses exaggerate transformations and results to attract more clients.
- Ethical marketing means being honest, fair, and avoiding misleading claims — it can build customer trust.
- Some fitness businesses exaggerate transformations and results to attract more clients.
- Ethical marketing means being honest, fair, and avoiding misleading claims — it can build customer trust.
- Investigate Sean Casey Fitness' approach compared to competitors who use dramatic marketing.
- Explore whether being ethical (transparent, realistic) can still lead to long-term business success.

As you map ideas, consider whether your topic links to any of the four cross-cutting themes. Strong projects will integrate one or more of these themes:

Step 5: Make a clear link between your ideas to at least one cross-cutting theme

Write down how this idea links to any theme:

Ethics and Sustainability

Links about fairness and transparency in advertising and avoiding exaggerated claims while still building a successful service/following.

Entrepreneurial Thinking

Sean Casey built a business that succeeds by doing things differently – being open and honest.

Business and Financial Literacy

Maybe how ethical marketing affects long-term profits or reputation.

Digital Transformation

His marketing is mainly online – using social media and digital platforms to grow – shows potential global reach from someone with little investment and following if they consistently post ethical and informative content.

Stage 1: Ongoing Monitoring & Reflection

Has anything surprised me so far or changed how I think about something related to the theme? Has any of my previous thinking shifted? Did any issues arise at this stage? How did I overcome those issues?

At first I thought nearly all online trainers exaggerated their results and that was just “how it’s done.”

*I was surprised to see someone like Sean Casey who built a big following *without* using fake claims.*

It made me realise customers might actually prefer honesty if it feels more believable.

The main challenge so far was narrowing it to an industry and then one business, but once I picked Sean Casey Fitness it made sense because it’s Irish, service-based, and fits the theme perfectly as it looks like a business that uses more ethical messaging.

Checklist before moving to stage 2

- I've highlighted one or more specific aspects of the theme that interest me.
- I've written down what I already know about the theme.
- I've listed things that I *don't* know about yet and want to learn more about.
- I can explain how this theme connects to topics I've covered in class.
- I've kept track of sources I might use again (in my investigative folder or notebook).
- I have created a visual mind map or written list showing what I know and what I want to explore.
- I've reflected on whether or not anything has surprised me or challenged my thinking.
- I have filled in the reflection section honestly (what worked, what didn't at this stage).

Take-home point: Strong projects will show curiosity, be relevant to the brief, have a clear business context, and include links to one or more of the cross-cutting themes.

If you have found an interesting theme or topic, move to stage 2!

What if I'm stuck?

If you're unsure where to start, try searching recent business news for stories that connect to the theme. Work with classmates to develop ideas around the theme or ask your teacher or use online tools to help brainstorm topic ideas. Use your textbook's "Business in Our World" boxes for connections to the theme.

Stage 2: Developing a research question (1-2 hours)

Goal for this stage: To create a clear, focused research question that directly connects to the brief, can be answered using real data, and is realistic to complete in the time available.

SMART objectives should be applied to any suggested lines of research you have and will help you **refine** your question and **clarify exactly what you want to research** before starting.

SMART Criteria	Guiding Questions
Specific	Is my question linked to the theme? Is it clear and focused?
Measurable	Will I be able to gather enough information to answer it?
Achievable	Are the resources I need accessible? Can I realistically gather the data?
Relevant	Does my question deepen understanding of the theme?
Time-Bound	Can I answer this question within the time available?

Take-home point: A strong research question is specific, focused, and clearly linked to the theme. It is realistic to investigate and will guide your project in a clear direction.

Step 1: Writing your starting research question

Write your first idea here, it doesn't have to be perfect yet, but you need a starting point to apply the SMART principles to.

Do online fitness professionals need to use exaggerated claims to increase sales?

Step 2: Applying the SMART principles to your starting research question

Is it **SPECIFIC**?

Is my question linked to the brief? (why and how is it linked?)

Yes. It's about ethical marketing (honesty/fairness/transparency) in a service business in Ireland.

Is my question clear and focused? Does it state exactly what I want to find out?

It's a bit vague, not on a business

Is there anything I can change to make my question clearer?

Focus on Sean Casey Fitness and on the honesty/transparency of their messaging compared to other competitors in the industry.

Refined: How do honest, fair and transparent marketing messages used by Sean Casey Fitness influence customer trust and willingness to sign up in Ireland?

Is it **MEASURABLE**?

Will I be able to find enough information from enough sources to answer my question?

Yes: social posts, podcast quotes, app/web copy, ASAI/CCPC pages, plus a short survey.

Should I use primary or secondary sources of information?

Both?

Primary: Survey target market to gauge reaction to marketing used versus competitors and assess things like trust, willingness to follow / sign up to services. Try to interview Sean Casey by email or Zoom.

Secondary: Social media content, quotes, podcasts, YouTube, website.

Will I be able to assess or measure changes in the information I am researching?

Yes: compare honest vs exaggerated examples; measure % who trust/would sign up.

Is it **ACHIEVABLE**?

Where can I find information on my question?

Social media content, quotes, podcasts, YouTube, website.

Will I be able to access the information I need to answer my question?

Yes, maybe not possible to interview the business owner.

Is it **RELEVANT**?

Is my question going to develop a greater understanding of the theme within the brief?

Yes it tests how ethical considerations impact marketing outcomes (trust, sign-ups).

Is there a link from my question to something that I am learning in my business class or in the world of business around me?

Yes it links to the marketing mix (promotion/process/people), ethics, consumer protection.

Is it **TIME-BOUND**?

Do I have enough information so far to map out a project plan for my investigation?

Yes

Will I have enough time to complete my research or should I narrow down or re-consider my research question?

Yes enough time

Is my question set to a certain defined time period for my research?

No but is about current use / not looking back at a period

You might need to repeat this process several times, refining your question step by step until it meets all five criteria.

Step 3: Finalise your SMART research question

How do ethical marketing practices such as honesty, fairness and transparency influence the success of Sean Casey Fitness in Ireland?

Stage 2: Ongoing Monitoring & Reflection

What changes did I make to my research question and why? Was it difficult to meet all SMART criteria? What helped me improve it?

Made it more specific and measurable by naming some ethical practices.

Checklist before moving to stage 3

- My research question links to the brief
- It is clear what my research question is trying to find out
- I've checked that there's enough data or information available to answer my question
- I'll be able to measure something with the data/information I gather
- I will be able to link the data/information to either (a) some part of the business course I have studied or (b) some part of the business world (locally, nationally or internationally) that I am familiar with
- I will have enough time to complete the research in the time frame allowed

What if I'm stuck?

Q: I can't get my question to fit all the SMART criteria.

Try changing the scale of your question. Make it more focused (e.g. change "How do businesses reduce their costs?" to "How have Irish restaurants reduced their energy costs since 2020?")

Q: I'm not sure if the question connects to the theme.

Re-read the brief and highlight key words. Then check if your question responds directly to them.

Q: I don't know what to research.

Look back at your brainstorming and mind map from Stage 1. Was there a topic that stood out? Use the examples in the textbook, watch some YouTube videos that relate to the brief or read some relevant news articles for inspiration.

1. Introduction (Approx 200 words) – State your questions, aims, rationale

Target	Content
<p>1. State your research question clearly using the brief's language</p> <p>2. Explain the rationale → why this topic and business were chosen/matter (show curiosity, relevance, or personal interest).</p> <p>3. Show ethical and marketing focus → link explicitly to ethics (honesty, fairness, transparency) and marketing (promotion, price, process Ps...).</p> <p>4. Reflect on the planning process - > show awareness of how you structured your plan or refined it. (e.g. key decisions or milestones.)</p> <p>5. Write precisely and purposefully → no waffle. Every sentence should set up what's coming next / or increase understanding of your investigation for the reader.</p>	<p>Question: <i>How do ethical marketing practices such as honesty, fairness and transparency influence the success of Sean Casey Fitness in Ireland?</i></p> <p>I chose to focus on the fitness industry because marketing in this area often includes exaggerated transformation claims, promises or guaranteed results and edited “before-and-after” photos. These raise ethical questions about honesty and consumer trust around typical industry marketing. After researching several Irish personal trainers online, Sean Casey Fitness stood out for its “no-nonsense,” evidence-based approach. I want to explore how genuinely ethical and transparent their marketing actually is, how consumers respond to honest versus exaggerated marketing, and whether a business in this sector can remain competitive while staying fully ethical.</p> <p>To examine this, I plan to explore:</p> <p>Aim 1 – What the business does: Investigate Sean Casey Fitness’ marketing and messaging across its social-media platforms, website, and Glean app.</p> <p>Aim 2 – How stakeholders respond: Explore how consumers and the wider industry respond to ethical marketing, including any relevant Irish regulations or discussions about fairness and transparency in advertising.</p> <p>I had initially hoped to interview the business owner for direct quotes but could not arrange this. Anticipating this challenge, I adapted by analysing Sean Casey’s podcasts to gather direct evidence of his approach to ethical marketing.</p>

Stage 3: The Project Plan

Step 1: Set Your Main Objectives

What is the purpose of my project? What am I aiming to discover or understand? What are smaller targets within the project to achieve to help me complete it?

How will I know if I've done this well? What would success look like for me? What will I be checking for later on?

Step 2: Break the Project into Tasks

Step 3: Identify the Resources You'll Need

Step 4: Build a Realistic Schedule

Step 5: Carry Out a Risk Assessment

Step 6: Ongoing Monitoring and Evaluation Of Your Plan

Stage 3: Developing a project plan (1-2 hours)

Links to U3.1, U3.2, U3.3

Goal for this stage: To create a simple but structured project plan that will guide your work, help you stay organised, and support ongoing reflection as your study progresses. You don't need to submit your project plan but you **will be expected to reflect on how well your plan worked**, so keep it up to date and refer back to it often.

Take-home point: Strong projects set clear goals, use realistic timelines, and adjust plans as challenges arise. Ongoing monitoring is as important as the plan itself.

Step 1: Set Your Main Objectives

These are the overall aims of your research -> what you want to find out and why. Your objectives should:

- Respond directly to the theme of the brief
- Be relevant to business at a local, national, or international level
- Connect to your SMART research question
- Align with one or more cross-cutting themes (e.g. Ethics and Sustainability, Entrepreneurial Thinking)

What is the purpose of my project? What am I aiming to discover or understand? What are smaller targets within the project to achieve to help me complete it?

I want to investigate if Sean Casey Fitness is actually ethical in how it markets itself.

I'll do this by:

- *Looking at its social media, website, app and podcasts to see how the business communicates its message and by interviewing him by email or Zoom compared to other competitors.*
- *Exploring whether being ethical helps or hurts its success. Does honesty make people trust them more, or could it stop them competing with others who exaggerate? By comparing Sean Casey Fitness with other fitness businesses that use bigger claims or "before and after" photos.*
- *Investigating if there are any rules, fines, or penalties for misleading fitness marketing in Ireland, to see if there's enough of a reason for trainers to stay ethical.*

What else should I do when planning? Define Your Criteria for Success

Success criteria are the standards you set for judging the quality of your work.

How will I know if I've done this well? What would success look like for me? What will I be checking for later on?

I'll know I've done well if:

- *I've gathered information from five or more sources (e.g. podcasts, social media, ASAI/CCPC websites, survey data).*
- *I can show how ethical Sean Casey Fitness is compared to other Irish trainers.*
- *My survey results show how consumers react to honest vs exaggerated marketing.*
- *My sources are reliable and clearly referenced.*
- *My findings are clear and supported by data or quotes.*
- *I can reach a conclusion or recommendation around how Sean Casey Fitness or other similar service providers could adjust what they are doing to become more successful*

Take-home point: Strong projects define clear success criteria from the start and use them to reflect honestly on what went well and what could be improved.

Step 2: Break the Project into Tasks (Roles & Responsibilities)

- List the key tasks you need to complete, in what order, and by when.
- What steps will I take, and in what order?
- What tools or supports will I need?
- How will I stay organised?
- What have I learned previously that might help me?
- What will I need to do?
- What skills will I need in doing this study?
- What competencies might I develop in doing this study?
- How will I organise my work and keep records?
- How will I monitor and evaluate my progress?

Task	Start Date	Due Date	Notes
Prepare short survey comparing Sean Casey Fitness and competitors' marketing (screenshots, honesty vs exaggeration).	Week 1	Week 2	Aim for 50 responses.
Contact Sean Casey for an interview	Week 1	Week 3	Try to arrange email or Zoom interview around ethics / impact on his marketing
Gather and analyse Sean Casey Fitness podcasts (pick 3) and YouTube videos (pick 3).	Week 1	Week 3	Take direct quotes showing his approach to ethical marketing.
Explore Sean Casey Fitness website, app (Glean), and social media pages.	Week 2	Week 3	Look for examples of honesty or transparency in content.
Check Reddit threads , Google reviews , and comment sections for consumer reactions.	Week 2	Week 4	Look for mentions of trust or credibility.
Search ASAI , CCPC , and news articles for any cases involving fitness marketing or penalties.	Week 3	Week 4	Helps show what rules exist and if they're enforced.
Organise all sources and survey data, highlight quotes and key findings.	Week 4	Week 5	Use Word or Google Docs to track progress.

Step 3: Identify the Resources You'll Need

Resources include data, tools, people, and platforms. Good planning means identifying these early.

What sources or tools will I need to complete my research? When will I need them, and how will I access them? Will these sources give me different perspectives?

- **Access to Sean Casey Fitness podcasts and YouTube channel.**
- **Google Forms or SurveyMonkey to collect survey data.**
- **Canva to create visuals or charts showing findings.**
- **Google Docs/Word to organise and write up sections.**
- **Internet access to check CCPC, ASAI, and online feedback.**
- **Optional: contact Sean Casey for an interview (if possible).**

Step 4: Build a Realistic Schedule

Break your project into stages across your available time.

Prompt questions:

- When will I complete each step of the project?
- Have I allowed time for unexpected delays?
- How and when will I check my progress?

(Shown in the task table above)



Step 5: Carry Out a Risk Assessment

Think about what might go wrong and how you'll deal with it.

Prompt questions:

- What could delay or block my progress?
- What steps can I take now to reduce that risk?
- What's my backup plan if something changes?

Risk	Potential Impact	Backup Plan
<i>Sean Casey doesn't respond to interview request.</i>	<i>Miss out on direct business quotes.</i>	<i>Use his podcast and social media posts to gather quotes and viewpoints.</i>
<i>Not enough people complete the survey.</i>	<i>Not enough reliable data.</i>	<i>Share link with more students, post in school chat groups, or reduce survey questions to make it faster to complete / visit a local gym and ask to conduct it in person.</i>
<i>Struggle to find data on unethical marketing penalties.</i>	<i>Gap in findings.</i>	<i>Widen search to general CCPC or ASAI rulings on misleading ads in other service areas.</i>

Step 6: Ongoing Monitoring and Evaluation

You'll be expected to show that you checked and adapted your plan as you went. Make sure to build in monitoring and evaluation check-ins at different points. This will provide you with much stronger and real reflection from the process instead of trying to write it all at the end of your project.

What's going well so far, and how do I know? What needs to improve? Do I need to revisit my objectives, resources, or schedule?

To be filled as I go.

Take-home point: Students should be able to show that they didn't just follow their plan — they reflected, adjusted, and improved it as they progressed.

Stage 3: Ongoing Monitoring & Reflection

How did the project plan help me stay on track?
 Did I make any changes? Why?
 What would I do differently if I was starting again?

Writing out the plan helped me see clearly what I need to do and in what order. It's made the project feel more manageable and less overwhelming. I know some aims might change, if I can't get a survey response or interview, I'll adapt my plan and explain how I dealt with it in the reflection.

Checklist – Before Moving to Stage 4

- I've written clear objectives that link to the brief and my research question
- I've defined how I will judge success
- I've listed key project tasks in a realistic order
- I've identified the tools and resources I'll need
- I've created a timeline that works with my availability
- I've thought about risks and how to respond
- I've built in time to check and adjust my plan
- I've reflected on how useful this plan will be

What if I'm stuck?

Q: I don't know what tasks to include.

Break your project into steps: finding sources, gathering data, analysing it, writing conclusions. Your SMART question should guide your tasks.

Q: I'm not sure how to set a timeline.

Start with your submission deadline. Work backwards. Assign rough time blocks to each stage.

Q: I didn't plan well and now I'm behind.

That's okay. Update your plan and explain how and why it changed. That *adaptation* is part of what's assessed.

Stage 4: Identifying Sources and Gathering Information and Data

Build an evidence base, not opinions:

- **Students gather trustworthy, relevant information that directly help answer their research question.**

Justify and record every source:

- **Each source entry should explain why it was chosen, what it adds, and include key details (access date, quote, reflection). Encourage a simple log to stay organised.**

Show range and balance:

- **Strong projects include contrasting perspectives (e.g. brand vs consumer or media view) and note any bias or limitation such as self-promotion or small sample sizes.**

Reference correctly and avoid plagiarism:

- **Teach in-text citations and a reference list. Students must credit all podcasts, social posts, and articles to show originality and integrity.**

Reflect on what worked and what didn't:

- **Students should comment briefly on which sources were most useful, any gaps or difficulties, and how they adapted, this reflection feeds directly into Stage 5 (Analysis & Evaluation).**

Stage 4: Identifying sources and gathering data (3-4 hours)

Links to U2.1 → U2.4

Goal for this stage: To gather useful, trustworthy information that will help you answer your research question. You'll also learn how to record and reference sources properly, a key part of showing that your work is original and based on real investigation.

Take-home point: Good projects use reliable, varied sources and record them as they go. Strong students show where their information came from and reflect on whether it helped or not.

Step 1: Identify where you might gather information from

Primary Sources: Surveys, interviews, focus groups

Secondary Sources: Business websites, Government websites, print and online media, published reports, podcasts.

List some potential sources of data or information here

What kind of information will help me answer my question? Should I use primary, secondary, or both? What makes a source trustworthy?

Step 2: Choose and Record Your Sources

As you begin to research, you should try to:

- Choose relevant sources that clearly link in some way to your research question
- Consider a variety of perspectives on your topic – seek contrasting views
- Record each sources as you go so that you can reference them properly later

Record sources in an easy to access format like this table or a digital equivalent

Source	Access Date	Key Information	How It Is Relevant	Reflection
The Sean Casey Fitness Podcast link #118: The Lie You've Been Sold About Weight Loss	14/10	<p>"...sleazy marketing is good for making money, but it's not actually good marketing, to tell people 'lose 30 pounds in 30 days' .. ridiculous claims about how much weight you can lose in such a short period of time is blown out of proportion because it looks good in marketing."</p> <p>"If we think about how can I make the most amount of money possible if I start a new weight loss plan or product – the best way is to promise results, people want results... so if I told people you'll lose a pound a week consistently for a year.. you'll have completely transformed your life with healthy habits... it doesn't really hit the spot... people want results now, not in a years time. Whereas if I said lose 30 pounds in your first 30 days with the fat loss accelerator challenge – [people think] dead right, sign me up, take my money."</p>	<p>Shows his rejection of exaggerated "quick fix" ads – choosing honesty over hype to build trust long-term.</p> <p>He explains that claims like 'lose 30 pounds in 30 days' is good for sales but bad for honesty in marketing, justifying why he doesn't do it as it hinders long term trust/growth.</p>	<p>Digital transformation in terms of social media (Instagram, tik tok, podcasts) allow such clearer messagering and authentic brands to show their values to the market.</p> <p>Helped me understand that exaggeration might sell short-term but damages credibility over time.</p>
@scaseyfitness Link	14/10	<p>Has posts up about his values/standards – and notes they "go against the industry norms" including not judging people/understanding their stories, not calling food "cheating" which can add guilt etc..</p> 	<p>Demonstrates ethical positioning – using empathy and authenticity as marketing tools.</p> <p>Not using scare tactics or guilt to convince people to use his services.</p>	<p>Helped me understand that exaggeration might sell short-term but damages credibility over time.</p>
Sean Casey Facebook Link	14/10	<p>100% recommend (12 Reviews) "He cuts through all of the crap and is honest with his ... He keeps things simple" (User review 2024)</p>	<p>Consumer evidence that honesty and simplicity are</p>	<p>Reinforced my idea that customers</p>

			appreciated traits in his brand.	reward transparency.
Sean Casey Instagram Link	14/10	<p>He does use before and after pictures</p> 	Shows ethical use of typical marketing visuals – aims to inspire, not deceive.	Made me think about how before and after pictures can be presented ethically – not promising you will be this also to potential customers – but used as inspirational stories for some.
Link Irishnews.com	14/10	<p>“A lot of people overcomplicate fitness in order to confuse their audience so that they can profit off them by making them think that they need different products or services.”</p>	Re-enforces his simple approach to make fitness accessible rather than confusing consumers with products they don't need.	

Reddit – r/northernireland LINK	14/10	<p>“For £25 a month you're essentially paying for a gym membership only it's for an app that is presenting information and functionality that is all freely accessible elsewhere. I don't see the value at all personally.”</p>	Raises an ethical issue around fairness and transparency in marketing. Even though the business is not misleading customers directly, the perception that users are paying for something that offers little added value questions whether the marketing clearly communicates what customers are actually buying.	Even though the business is not misleading customers directly, the perception that users are paying for something that offers little added value questions whether the marketing clearly communicates what customers are actually buying – was only one poster though and not a trend.

Referencing and Using Sources Effectively

Strong projects are built on evidence. Using reliable sources of information shows that you've done real research, explored different viewpoints, and based your findings on more than just personal opinion. Referencing these sources properly strengthens your project and helps give weight to your conclusions.

Using sources:

- Shows that you have engaged in investigation
- Supports your recommendations and findings
- Demonstrates that you've considered different perspectives
- Builds trust in your work by showing exactly where your information came from

What to Reference

You should give a reference any time you use:

- Information from written sources such as books, reports, websites, news articles or textbooks
- Ideas from online content like podcasts, videos or social media posts
- Material from AI tools like ChatGPT or other apps (check the latest SEC advice)

If you quote directly or paraphrase someone else's ideas, include both an in-text reference and a full reference in your list at the end.

How to Reference in Your Project

Example of in-text citation:

(McLeskey, 2013, p. 57)

Example for your reference list:

McLeskey, J. (2013) *Inclusion: effective practice for all students?* 2nd edition.

Try to include the author, year, title, and where you found it. If it's a podcast, name the host and episode. For websites, include the page title and the date you accessed it.

Avoiding Plagiarism

Plagiarism is using someone else's words or ideas without saying where you got them. It can happen even if you don't copy word-for-word. To avoid plagiarism:

- Do not copy and paste without quoting and referencing
- Always record where your information came from
- Use quotation marks for exact words, and reference summaries too

Referencing should give enough detail for someone else to find the same source. For example, include the page of a book, the section of a website or the point in a podcast where the information appeared.

Strong projects don't avoid using sources, they use them well and show where the information came from.

Stage 4: Ongoing Monitoring & Reflection

Did I realise that any information I was gathering wasn't relevant? Was it harder than I thought to gather certain data? Did I learn anything from the process? Have I referenced every source that I referred to?

Checklist – Before Moving to Stage 5

- I have gathered information that directly relates to my research question
- I have used a variety of sources and perspectives (primary and/or secondary)
- I have kept a clear record of all my sources
- I understand how to reference properly and have practised doing so
- I have begun building my reference list using correct formatting
- I have checked that every idea or quote from someone else is clearly referenced
- I have reflected on what worked, what didn't, and how I handled it

What if I'm stuck?

Q: I'm finding it hard to get information that matches my question.

Try narrowing your search terms or rewording your question slightly. Ask: What part of my question is easiest to explore first?

Q: I don't know if a source is trustworthy.

Check the author or organisation behind it. Are they credible or biased? Can you find the same info elsewhere?

Q: I've lost track of where I got something from.

Search again and recover the source now if possible. From now on, keep a log as you go. This will save time and protect your work.

Q: I'm worried I've accidentally plagiarised.

Recheck your notes and make sure you've referenced every quote or idea that isn't your own. If in doubt, add a reference.

2. Investigation and Findings (Approx 400 words)

Target	Content
<ol style="list-style-type: none"> 1. Use a wide range of reliable, justified sources potentially 1–2 primary, 4–6 secondary. 2. Explain why each source was chosen and evaluate its value – what does it add to your investigation. 3. Present key findings clearly/visually (up to 10 allowed) tables, charts, or quote box/ infographic 4. Consider different perspectives or viewpoints – include contrasting opinions or insights from stakeholders, data sources, or arguments in the media. 5. Identify limitations in data or method used 	<p>Aim 1 – To investigate how Sean Casey Fitness communicates its values and uses ethical marketing practices</p> <div data-bbox="974 263 1646 829" data-label="Image"> </div> <p>In Podcast #118 – “The Lie You’ve Been Sold About Weight Loss” (July 2025), Sean Casey rejects “sleazy marketing” and exaggerated promises such as “lose 30 pounds in 30 days.” He argues that short-term hype damages trust, preferring honesty and sustainable progress (figure 1). This first-hand source was valuable for understanding his ethical reasoning but limited by its self-produced nature.</p>

(gaps, bias, weaknesses...)

Figure 2: Before and after pictures shown, but without claims/guarantees of similar success for others



@scaseyfitness, Instagram 2025

Figure 3: Empathy and authenticity shown "that go against the industry norm"



@scaseyfitness, Instagram 2025

On **Instagram @scaseyfitness**, before-and-after photos appear intended to inspire rather than promise results, reflecting ethical use of typical industry visuals (Figure 2). However, as these show dramatic transformations, some customers might feel such outcomes are likely if they pay for his services. Across the account, posts promote empathy and avoid guilt-based language, for example rejecting the idea of “cheat meals” (Figure 3).

An **Irish News** article (Dec 2023) supported this view, contrasting Casey’s straightforward style with competitors who “overcomplicate fitness to profit from confusion,” adding external validation.

A **Reddit thread** (May 2025) offered a contrasting perspective: one user felt the £25 monthly fee for his Glean App offered little value beyond free online content. These comments appeared isolated but highlight that perceptions of fairness can challenge even ethical brands.

[213 words to here]

Aim 2 – How stakeholders respond: Explore how consumers and the wider industry respond to ethical marketing, including any relevant Irish regulations or discussions about fairness and transparency in advertising.

3. Analysis and Evaluation (Approx 600 words) – MAKE SENSE OF THE EVIDENCE

Target	Content
<ol style="list-style-type: none"><li data-bbox="98 217 472 454">1. Analyse and interpret findings → identify key patterns or relationships showing how ethics influence marketing.<li data-bbox="98 494 472 766">2. Synthesise sources → bring evidence together instead of listing it; link stakeholder viewpoints to reveal insights.<li data-bbox="98 805 472 1005">3. Evaluate evidence → judge reliability, bias, and value; note which sources are <u>strongest</u> and <u>why</u>.<li data-bbox="98 1045 472 1236">4. Show balance and judgement → <u>include opposing perspectives</u> and explain differing views fairly.<li data-bbox="98 1276 472 1420">5. Link to real-world marketing → explain what your findings mean for business	Body

practice, customer trust, or brand reputation – how can a business use this info?	
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4. Conclusions (Approx 300 words) -> STATE WHAT YOU HAVE LEARNED

Target	Content
<ol style="list-style-type: none"><li data-bbox="98 225 472 448">1. Draw clear conclusions – directly answer your research question using evidence from your analysis.<li data-bbox="98 448 472 639">2. Support every point – link each conclusion to specific data, quotes, or visuals from your findings.<li data-bbox="98 639 472 831">3. Show overall insight – summarise what your investigation reveals about how ethics impact marketing.<li data-bbox="98 831 472 1070">4. Make practical recommendations – suggest realistic actions a business could take based on your evidence.<li data-bbox="98 1070 472 1422">5. Acknowledge limitations and implications – note any gaps in your research and explain how these might affect your conclusions or future business practice.	Body

5. References

Body	Body
Body	Body