

STUDENT FEEDBACK FORM : REPORT (75%)

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
You've demonstrated thorough research of the industry and more locally however going forward try to engage with more of a variety of credible, more academic sources relevant to the subject area.		14 / 14
2. Knowledge and Understanding Skills	20	
You have clearly provided evidence of ~~an~~ excellent knowledge and understanding of the key principles/concepts associated with the marketing planning process. As a result you have addressed all the elements of the task and have produced an interesting and creative marketing plan.		16 / 17

3. Cognitive and Intellectual Skills	20	
Throughout this piece of work there is evidence of thorough analysis and critical evaluation. You have successfully ~~used~~ information to put forward strong, persuasive and creative arguments/ideas.	17	18
4. Practical Application Skills	20	
Detailed application of a wide variety of relevant techniques/concepts, the context of the application is well considered + insightful throughout. Well done!	16	16
5. Presentation—professional skills	20	
You have communicated professionally, confidently and in a suitable format, a marketing plan which might be useful for implementation in your current/future employment. Very well done!	15 17	15

Agreed MC = 80%

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		

✓ This is a very strong piece of work but it is marked by too many avoidable typos. A spell checker would have found most of these. This impacts on the professionalism of your presentation.