

Daniel Maharg - Red Bull 41%

STUDENT FEEDBACK FORM : REPORT (75%)

LATE SUBMISSION

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	
limited evidence of research provided throughout. Very little engagement with the marketing literature, all sources used (except 2) are of an applied nature. Not all facts are referenced.		7 8/10
2. Knowledge and Understanding Skills	20	
Unfortunately you have demonstrated superficial knowledge + understanding of Marketing + the marketing planning process. In addressing the brief you have focused too heavily on what is the marketing audit + haven't really put forward ideas/tactics/actions for a marketing plan utilising a suitable framework eg. SOSTAC.		8

Very little engagement with the project brief. This reads like a basic strategic analysis/audit, the marketing elements and planning are largely absent. 40%
41% agreed

3. Cognitive and Intellectual Skills	20	
largely descriptive with superficial use of critical evaluation. Too many generalised statements made with scant evidence of research to support and strengthen.		8 7/10
4. Practical Application Skills	20	
Good application of STP which could have been used to support a proposed strategy instead of stands alone.		9 9/10
5. Presentation— professional skills	20	
This piece of work lacks coherence of a suitable marketing plan framework as per the brief. Demonstrates some but not all of the basic skills required for future employment, with areas of weakness.		9 9/10 =41

For future work in academia and also where you need to ensure that you answer the brief. There is some repetition

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)

%

In this project (STP) but this has not been realised.