

Nicole Williams - AMAZON = 50%

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	
Throughout you've provided evidence of research of a range of sources.		13
2. Knowledge and Understanding Skills	20	
Although you've demonstrated knowledge + understanding of some of the key concepts/principles associated with Marketing unfortunately you haven't demonstrated a clear understanding of the marketing planning process. Rather than applying a suitable framework you have merely described the process. As a result you haven't addressed all parts of the brief.		10

3. Cognitive and Intellectual Skills	20	
Evidence of analysis + critical evaluation, particularly re: the customer journey, unfortunately this section might have been more effectively utilised within a marketing plan.		9
4. Practical Application Skills	20	
Clear evidence of application of relevant techniques in parts but what about application of key elements of the marketing mix & other suitable frameworks.		9
5. Presentation— professional skills	20	
This piece of work is coherent but has not been structured + organised as a marketing plan. It is well-written + therefore demonstrates some skills required for future employment.		9
		= 50%

Second marker: Mark agreed. There is evidence that they marketing

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)		

Homeworks and models have been understood, but to a large extent they have not been applied. Some parts, e.g. objectives are in the wrong place and the way this has been structured makes answering the project brief difficult, and it has not been fully answered.