



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

LEVEL 5 ASSESSMENT SPECIFICATION

Student Name:	Elea Nur Batrisyia Binti Kamaru Azman	Student ID Number:	2321901
Programme:	Bachelor Of Business Administration (Hons.) In Marketing		
Module:	Marketing In Practice		
Module Code:	BMBM5024	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Gwyneth Jones	Internal Verifier:	Robyn Griffiths
Assignment Title:	Marketing Plan	Word Count (or Equivalent):	Presentation (15 Minutes)
Submission Deadline:	Friday 9th May 2025	Return Date of Provisional Marks & Written Feedback:	Friday 6th June 2025
Submission Method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic Honesty / Referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Marketing in Practice – Assignment 2 Submission Template

Marketing in Practice – Submission Template Assignment 2: Marketing Plan for a New Strategic Direction.

Please provide the link to your Video Presentation in the box below

[Meeting in General -20250509 214006-Meeting Recording.mp4](#)

Please provide a Reference list of all the sources used to support your Video Presentation in the box below:

Barney, J. (1991). Journal of Management, 17(1), 99–120.

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th ed.). Pearson.

Grant, R. M. (2016). Contemporary Strategy Analysis (9th ed.). Wiley.

Kotler, P., & Keller, K. L. (2022). Marketing Management (16th ed.). Pearson.

Porter, M. E. (2008). Competitive Strategy. Free Press.