

MARKING CRITERIA and STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion 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.

Common Assessment Criteria Applied	Marks Available	Marks Awarded
General Comments		
A good marketing presentation for the new product, achieving a good level of engagement with a wide range of literature, demonstrating competent knowledge of marketing concepts, and applying various methods and techniques effectively. Your work was characterized by accuracy, coherence, and a well-organized structure, alongside an impressive ability to work both independently and as part of a team. Your analytical skills in interpreting data and devising evidence-based arguments have shown mostly appropriate and valid judgments, reflecting very good problem-solving abilities and a thoughtful consideration of context. While there are occasional minor weaknesses, your overall performance indicates a very good understanding and application of marketing principles, making you well-prepared for professional responsibilities in the field. Continue to refine these skills and address any areas for improvement to further excel in your future endeavors.	100	60
1. Engagement with Literature Skills		
Your engagement with a broad range of literature and the selection of relevant and credible sources are good, demonstrating a solid foundation in research. Your referencing is generally accurate, contributing to the integrity of your presentation. To further improve, aim to deepen your analysis of these sources and explore diverse research to enhance your marketing strategy. Focusing on refining your analysis and expanding your research scope will likely lead to even greater success in future projects.	20	11
2. Knowledge and Understanding Skills		
Good work on demonstrating competent knowledge of the basic concepts and principles in your marketing presentation, reflecting a very good understanding of the subject matter. This strong grasp of fundamentals is key to building effective marketing strategies. To build on this success, consider applying this knowledge to more complex scenarios and integrating innovative approaches in your future work. Enhancing your application of these concepts will not only solidify your understanding but also elevate your presentations to the next level.	15	10
3. Cognitive and Intellectual Skills		
Your marketing presentation showed a sound evaluation of underlying concepts and principles, highlighting your ability to accurately interpret both qualitative and quantitative data. Your skill in using evidence to construct arguments and make mostly appropriate and valid judgments is good. This demonstrates a good level of analysis and understanding, crucial for crafting compelling marketing strategies. To further enhance your work, aim for consistent application of these skills across all aspects of your analysis, ensuring every judgment is fully supported by evidence. This approach will strengthen your arguments and contribute to more persuasive and impactful presentations in the future.	15	8
4. Practical Application Skills		
Your marketing presentation for the new game displayed a very good application of a variety of marketing methods, materials, tools, and techniques. The thoughtful consideration you've given to the context of these applications shows your ability to tailor your approach effectively, enhancing the relevance and impact of your strategies. Moreover, your adeptness at employing different problem-solving approaches and proposing appropriate solutions in specific contexts is particularly noteworthy. This ability not only demonstrates a good level of analytical skill but also a creative and flexible mindset in addressing marketing challenges. To push your skills even further, continue exploring and integrating innovative methods and technologies that could offer fresh perspectives and solutions to complex marketing problems.	20	13
5. Transferable Skills for Life and Professional Practice		
Your work on the marketing presentation for the new game was accurate, coherent, well-structured, and organized. This level of precision and clarity in your presentation not only enhances its effectiveness but also demonstrates good capability in conveying complex marketing concepts. Your ability to work effectively both independently and as part of a team, contributing significantly to group efforts, is a credit and shows your versatility and leadership qualities. Additionally, your demonstration of very good skills suited for employment, particularly in taking personal responsibility, is a strong asset. The occasional minor weaknesses noted are areas for further refinement, but they do not significantly detract from the overall good quality of your work. Continuously working on these skills will undoubtedly make you a valuable asset in any professional setting, enhancing your readiness for the challenges and responsibilities of the marketing field.	30	18

Assignment 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)		60
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	