

Deborah Lloyd - UWTS D

~~58%~~ 56%

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 have clearly engaged with a wide range of sources but to some extent such thoroughness has ^{what} some clouded the purpose of the assignment which is to develop a creative marketing plan.		12
2. Knowledge and Understanding Skills	20	
You have demonstrated knowledge + understanding of the key principles/concepts of the marketing planning process, if with some confusion in parts. The latter is due to you trying to include EVERYTHING you've learnt in this module rather than being selective - sometimes less is more.		12

3. Cognitive and Intellectual Skills	20	
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You have provided evidence of analysis + critical evaluation but in parts this has stifled opportunities to create an innovative marketing plan. You have put forward some good ideas which have been lost in some unnecessary detail.

12

4. Practical Application Skills	20	
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You have utilised a wide range of techniques with appreciation of the context, but again there are just too many frameworks with not enough consideration given to tactics + action.

12

5. Presentation— professional skills	20	
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Although you've used a suitable framework for the marketing plan, in parts it's a bit confusing and doesn't flow effectively.

10

Second marker:

This project lacks structure and focus on the project brief. Models and frameworks need to be

selected and then appropriately applied. There are too many models and frameworks, but there is not enough engagement with

= 56%

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)		