

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	
In the bibliography you've provided evidence of a range of sources independently retrieved but remember <u>all</u> sources used within the assignment <u>must</u> be accurately + consistently referenced.		11 13/20
2. Knowledge and Understanding Skills	20	
In addressing the assignment brief you've demonstrated a good level of knowledge + understanding of key concepts/principles associated with the subject area. You have also utilised a suitable framework to produce a marketing plan addressing the key areas required. Some good ideas have been put forward and as		15 15/20

You have genuinely invested time in this assignment and developed your own creative marketing strategy which is appropriate for the company.

3. Cognitive and Intellectual Skills	20	
such you have demonstrated through analysis + critical evaluation that you are able to make sound judgements which you can creatively develop. you have included key concepts and have also not forgotten to evaluate the quality of your proposal strategy. your analysis is detailed and appropriate. A good level of creativity has also been shown.		14 15/20
4. Practical Application Skills	20	
Good application of a range of relevant techniques including SERVQUAL model - just a pity didn't apply the 7Ps framework in more detail. good application of models + frameworks although 7Ps could be further developed.		15 15/20
5. Presentation- professional skills	20	
Communicated confidently + consistently in a suitable format, this piece of work is coherent, flows logically + is professionally presented. You have demonstrated useful skills for future employment.		15 15/20
A well presented / readable piece of work. Well done!		= 70% 73% (72%) agreed

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)		