

MAJOR PROJECT - Final Viva/Demo – 20%

Student Name:	Ben Green
Title of Project:	Social Media Marketing
Supervisor:	James Williams
2 nd marker:	Benjamin Holland
Course:	AC BIT BusComp CIS CNetS CSE Electrical Games Mobile TRE SE Web (please circle)
Project Type:	Survey Review Experiment Development (please circle)

Project type:	Survey	Review	Experiment	Development
1. Knowledge and Understanding of Subject				
Response to Questioning	21 /30	/30	/30	/30
2. Analysis				
Discussion of Findings	35 /50	/50	/25	/25
3. Practical Application and Deployment				
Demo	-	-	/25	/25
4. Skills for Professional Practice				
Presentation Style	6 /10	/10	/10	/10
Supporting Materials	6 /10	/10	/10	/10
TOTAL	67 /100	/100	/100	/100

Comments:

Good literature review supported by citations.
Demonstrated a good understanding of Social Media within case study area.
More visual aids could be used to enhance slides.
Although some good graphs are presented.
Good links between secondary and primary research.
- Best practice guide could have been displayed.
Some useful findings discovered and validated.

Signed: (Supervisor)

..... (2nd marker)