

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		
Overall a good report which describes a basic marketing strategy and evidence of good understanding of the gaming market and competitors. In order to gain more marks you should have included more marketing frameworks(SWOT and PEST) and added more depth to each of your discussions. A social media marketing plan could have also helped the report. Remember to include a reference section and reference correctly throughout document.	100	53
1. Engagement with Literature Skills		
Excellent discussion on competitors and the gaming market, with comprehensive work on the costings. However there is no reference section to support your work. Please ensure when including external data you include a reference section and reference the sources correctly in your report.	20	13
2. Knowledge and Understanding Skills		
While your depth of research is excellent the report structure lacks depth and the word count is low compared to what was stated in the rubric. In order to gain more marks the overall quality of the report would need to include a referencing section, each area should include more depth and discussion.	15	7
3. Cognitive and Intellectual Skills		
While you have included a good discussion on marketing strategy and competitors the lack of depth in your report limits your marks. Include frameworks like PEST and SWOT to gain more marks. Also the presentation of your work could be better by including your questionnaire as well as the results and presenting the data in a more readable format.	15	7
4. Practical Application Skills		
The overall product design is excellent and you have shown good innovative marketing skills by contacting companies and attending events. However it is important you add more depth to the report to discuss your connections and findings	20	10
5. Transferable Skills for Life and Professional Practice		
The overall flow of the report is good. However it lacks depth to gain high marks. You have shown very good team work by holding regular meetings and providing minutes from the meetings. Your reporting writing needs to be more professional and remember to include depth in all your sections.	30	16

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)

Late Submission ?

1st/2nd/3rd attempt?

1st

53