



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

LEVEL 5 ASSESSMENT SPECIFICATION

Student Name:	Elea Nur Batrisyia Binti Kamaru Azman	Student ID Number:	2321901
Programme:	Bachelor Of Business Administration (Hons.) In Marketing		
Module:	Changemakers: Building Your Personal Brand for Sustainable Employment		
Module Code:	BMBM5021	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Robyn Griffiths	Internal Verifier:	Gwyneth Jones
Assignment Title:	E-Portfolio: Evidence of Learning	Word Count (or Equivalent):	2,000 words or equivalent
Submission Deadline:	Friday 28th March 2025	Return Date of Provisional Marks & Written Feedback:	Friday 2nd May 2025
Submission Method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic Honesty / Referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

STUDENT FEEDBACK FORM

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		
	25	
2. Knowledge and Understanding Skills		
	35	
3. Cognitive and Intellectual Skills		
	10	
4. Practical Application Skills		
	15	
5. Transferable Skills for Life and Professional Practice		
	15	

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)

Over 1 week late (0%)

%

PART A

Personal Development Plan (PDP)

Strengths:	My study at the University of Malaya-Wales has equipped me with a robust foundation in marketing theory, consumer psychology and digital advertising strategies as I pursue a Bachelor of Business Administration (Honors) in Marketing. My schooling has equipped me with a comprehensive understanding of the principles of my chosen field. Furthermore, in global marketing roles requiring robust communication abilities, my proficiency in English, cultivated through years of education in an English-speaking context, affords me a competitive edge. I possess robust analytical and data-driven decision-making skills, shown via my expertise in quantitative research, particularly in my Business Research Method project examining the impact of digital marketing tactics on purchase intent of Gen Z consumers in Malaysia. My experience in group work, public speaking and collaborative projects has allowed me to thrive in dynamic marketing environments, supported by my robust leadership, problem-solving and teamwork abilities.
Weaknesses:	I possess a comprehensive understanding of marketing theory. Nevertheless, I acknowledge the need of acquiring practical experience to use this knowledge in real-world scenarios. I want to augment my technical proficiency by acquiring practical experience with industry platforms such as Google Analytics, Search Engine Optimization (SEO), and Pay-Per-Click (PPC) advertising, since my familiarity with these tools is minimal. I need more growth in my ability to manage complex marketing campaigns and stringent deadlines. Enhancing my time and stress management skills would enable me to perform more effectively under pressure, despite my existing proficiency in project management. Furthermore, I need some practice to enhance my networking skills. Despite my awareness that networking is essential for success in marketing, I

	still have difficulties initiating conversations with other professionals in my domain. Enhancing my self-confidence in social networking scenarios is crucial for my career progression.
--	---

Opportunities:	I have the opportunity to engage in the International Exchange Program at University of Wales Trinity Saint David, which will enable me to explore global perspectives and acquire knowledge of marketing trends worldwide. Engaging with instructors and peers globally would enhance my comprehension of cultural influences on consumer behaviour and various marketing strategies. Internships and obtaining certification in my industry may provide substantial learning opportunities. Acquire hands-on experience in executing campaigns and using digital marketing technology by interning at a marketing agency or corporate entity. My technical competencies and reputation will be augmented by obtaining certifications in Google Ads, HubSpot or Meta Blueprint. I can maintain a competitive edge in the dynamic digital marketing field by being abreast of current trends such as sustainability marketing, influencer collaborations and AI-driven strategies. To maintain a competitive edge, I want to enroll in online courses, attend marketing webinars and participate in case competitions.
Threats:	The influx of fresh university graduates into the marketing sector annually intensifies competitiveness. To distinguish myself, I must acquire more relevant experience and continuously develop my skills. Moreover, being informed about emerging trends and approaches might hinder my professional advancement if I fail to react swiftly to the constantly evolving technological world. The marketing landscape may be complicated by variables such as shifts in consumer behaviour and economic volatility. I must remain versatile and continuously refine my problem-solving skills to navigate the inevitable fluctuations in market dynamics and mitigate any risks.

1.	What is my goal?	Obtain practical marketing instruction.
	What do I want to learn?	Proficiency in formulating and executing marketing plans, along with the ability to monitor and assess consumer data via digital channels.
	What do I need to do?	Acquire practical experience in the sector via internships or freelance marketing work.
	What are my strategies?	Secure an internship, engage in freelance work and volunteer to assist with marketing for student organizations.
	What actions will I take?	Conduct research on possible internships, establish connections with professionals in the sector and use my leisure time to engage in marketing-related initiatives.
	What resources do I need?	Internship programs, career services, professional networks, mentors and internet job portals.
	How will I monitor progress?	Document my marketing activities, including feedback from supervisors and assess my success in campaign management.
	When do I want to finish?	Within a year.

2.	What is my goal? What do I want to learn? What do I need to do? What are my strategies? What actions will I take? What resources do I need? How will I monitor progress? When do I want to finish?	Enhance my digital marketing technical proficiencies. Skilled marketers thrive at Google Analytics, Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising and social media marketing platforms. Acquire proficiency in these tools and obtain certification in their use. Utilize online courses, seminars and case studies to improve my abilities. Enhance my marketing acumen by enrolling in courses such as Meta Blueprint, Google Ads and HubSpot. Coursera and Udemy exemplify online learning platforms and further alternatives include marketing simulation tools and complimentary certification courses. Achieving certifications, applying knowledge via projects and assessing oneself through practical campaigns. Within a year.
----	--	--

3.	What is my goal?	Develop proficient communication and networking skills.
	What do I want to learn?	Strategies for effective networking and techniques for professional communication.
	What do I need to do?	Engage with others, participate in professional marketing groups and enhance my self-confidence via networking.
	What are my strategies?	Participate in marketing-focused webinars, LinkedIn groups and campus networking events.
	What actions will I take?	Establish relationships with marketing professionals, seek a mentor and refine my public speaking abilities.
	What resources do I need?	Seminars on networking, LinkedIn and professional associations.
	How will I monitor progress?	Engagement in discussions, mentor contributions and professional affiliations all increased.
	When do I want to finish?	Within a year.

4.	What is my goal?	Enhance time management skills and alleviate stress.
	What do I want to learn?	Strategies for improving productivity and managing difficult situations.
	What do I need to do?	Employ stress alleviation techniques and systematic planning instruments.
	What are my strategies?	Adopt mindfulness techniques, utilize productivity software and define explicit priorities.
	What actions will I take?	Establish a routine of daily preparation, setting realistic deadlines and engaging in activities to alleviate stress.
	What resources do I need?	Instruments for efficient time management, courses to mitigate stress and guidance from encouraging mentors.
	How will I monitor progress?	There were notable improvements in time management abilities, stress levels and self-assessment.
	When do I want to finish?	Within a year.

5.	What is my goal?	Stay informed on every marketing trend and innovation.
	What do I want to learn?	Recent advancements in sustainable marketing, influencer collaborations, AI-driven marketing and digital marketing.
	What do I need to do?	Stay informed about industry developments, engage in webinars and pursue continuous education.
	What are my strategies?	Engage in online marketing forums, subscribe to news platforms and enroll in pertinent courses.
	What actions will I take?	Enhance my marketing expertise by perusing blogs, attending seminars and using my acquired knowledge via practical application.
	What resources do I need?	Digital marketing tools such as HubSpot, Hootsuite, and Google Trends, workshops and forums for industry professionals.
	How will I monitor progress?	Ability to integrate industry trends into marketing strategies and discussions, ensuring competitiveness.
	When do I want to finish?	Ongoing.

Elea Nur Batrisyia binti Kamaru Azman

CONTACT INFO

Email: eleanurbatrisyia1@gmail.com

Phone: +44 7934 532460

Address: Seren, 66 Alexandra Road, Swansea, SA1 5BD

PERSONAL PROFILE

I am quite enthusiastic about the prospect of establishing effective marketing strategies by means of research into the behavior of customers and the implementation of insights that are driven by data. Throughout the course of my academic career, I have developed strong analytical, problem-solving and critical thinking abilities. This is especially true as a result of my study on The Impact of Digital Marketing Tactics on Purchase Intent: A Quantitative Analysis of Gen Z Consumers in Malaysia.

My ability to lead, collaborate with others and communicate effectively has considerably increased as a result of my participation in extracurricular activities such as group projects, presentations and research assignments outside of the classroom.

Putting my marketing expertise to use in a fast-paced workplace that includes digital marketing, brand management and market research is something I am looking forward to doing with great enthusiasm. Through the proactive acquisition of fresh information and the maintenance of awareness of the most recent marketing trends, I hope to deliver unique ideas and solutions that are informed by data in order to boost the development of the firm.

SKILLS

Digital Marketing Strategies
Market Research & Consumer Insights
Brand Management & Positioning
Data-Driven Decision-Making
Quantitative & Survey Research
Consumer Behavior Analysis
Business Research & Reporting
Statistical Analysis & Interpretation

EDUCATION

University of Malaya-Wales

Bachelor of Business Administration (Honours) in Marketing

GPA: 3.35

CGPA: 3.23

LANGUAGES

- Bahasa Melayu
- English

PART B

Dragon's Den

The marketing in practice course at the University of Wales Trinity Saint David had a unique opportunity during the spring semester by engaging in an activity inspired by Dragon's Den. The two lecturers who conceived the concept for this collaborative event were Robyn Griffiths, lecturer of the Changemakers: Building Your Personal Brand for Sustainable Employment module, and Gwyneth Jones, lecturer of Marketing in Practice. The aim was to provide students in marketing, entrepreneurship and business dynamics from Swansea College of Art and Swansea Business School with a practical experience of the real world. All participants anticipated a unique chance to collaborate and enjoy themselves at this International Exchange Programme event.

The event was evidently structured to resemble the popular television show Dragon's Den. Pairs of two business students were made for every six art students by partnering individuals from Swansea College of Art, which focuses in the creative arts, with twelve students from Swansea Business School. Art students exhibited their unique designs for children's toys intended for sale at InterQuest in Cardiff. The toys must be commercially viable while also embodying InterQuest's principles. The dragons' role was to evaluate the quality, feasibility and prospective clientele of each team's business proposal.

Swansea College of Art and Swansea Business School collaborated to provide their students with an alternative perspective on toys. The business students provided insights on product sales, consumer behaviour and marketability, whilst the art students focused on the toys' creative and design elements. The creation of innovative and commercially viable products depended significantly on this amalgamation of concepts. The art students elaborated on the inspiration for their toys, as well as the philosophical and practical factors influencing each design, whilst the business students outlined the goods' prospective applications, pricing strategies and marketing tactics.

I was privileged to serve as one of the dragons, and the event was an exhilarating and enlightening educational experience for all attendees. My primary objective in participating was to get a deeper understanding of the criteria that investors use when assessing prospective new enterprises. My objective was to master the art of presenting a business plan to prospective investors in a manner that would captivate their attention. I believed that seeing the pitching process would enhance my comprehension of entrepreneurship from the investor's perspective.

To prepare for the role of a dragon, I choose to see some episodes of Dragon's Den to acclimate myself to typical investor inquiries and concerns. My analysis underscored the significance of marketing for a company's success. As a marketing student, I found this idea really relevant. My approach focused on comprehending the influence of marketing strategies on a company's customer retention and acquisition rates, as well as the significance of aligning corporate concepts with consumer needs and expectations.

Others offered to be dragons in addition to me. The investing panel comprises me, Larissa, Pedro and Zack, all students at Swansea Business School. We were able to provide the presenting teams with a more comprehensive evaluation due to our diverse perspectives. Each of the six groups presented their innovative toys, including two business students and one art student each group. They have all designed children's toys with the aims and objectives of InterQuest in consideration. We, dragons needed to determine whether these toys satisfied the requirements of the target market and were suitable for mass production.

The dragons convened before to the event to choose the questions to be posed to the pitchers. The elements of the promotion were the central focus of my inquiries. I inquired about their toy marketing strategy and questioned the pitchers on their distribution methods. I sought evidence of their industry expertise and the distinctive selling propositions of their products to evaluate their competitive standing. Considering the inventive nature of the objects, I was especially intrigued by the kids' perspectives on branding and marketing strategies.

The event was inherently fascinating and engaging. The pitching sessions were engaging and educational, with students from Swansea College of Art demonstrating exceptional effort and creativity in their presentations. The students' ability to support these principles with robust business strategies and market plans was clearly evident. As evaluators, it was our responsibility to meticulously examine each proposal, considering factors such as market alignment, scalability and feasibility.

I found it to be a really gratifying experience. Applying the knowledge acquired in marketing courses to practical scenarios enabled me to assist the pitchers in articulating their concepts and rigorously evaluating them via challenging inquiries on the viability of their proposals. Furthermore, I acquired insights into the cognitive approaches of creative pupils and their collaborative efforts with business peers. This event highlighted the need of open conversation and collaborative efforts in the business sector, along with the necessity of original ideas and meticulous preparation for new product introductions.

The significance of unique branding and effective communication was a prominent subject that arose from the event. Success in today's industry requires more than only an exceptional product. Developing a compelling narrative that resonates with potential purchasers and disseminating it to the appropriate audience is essential. The art students struggled to articulate how their products would distinguish themselves from the competitors in many presentations. This underscored the significance of marketing, particularly within the arts and creative sectors.

Event organizer Robyn Griffiths emphasized the importance of this opportunity for international exchange students. To really immerse ourselves in our time in the UK, he underscored the need of establishing contacts with local students and actively participating in the academic and cultural landscape. We accomplished this at the Dragon's Den event. We successfully networked with students from many disciplines while simultaneously gaining practical experience. This alliance clearly demonstrated the advantages of diverse participation in education and innovation.

Upon reflection, I believe the Dragon's Den event was enjoyable for all participants. Students in the business school explored the innovative aspects of product creation, whilst those in the arts school gained substantial insights into the business sector. During my tenure as a marketing student, I gained significant insights into the challenges faced by firms and the need of aligning marketing strategies with customer expectations. I really enjoyed the experience and acquired substantial knowledge on the intricacies of business in a practical context. I eagerly anticipate using what I have learnt in my future pursuits.

In conclusion, all participants in the Dragon's Den activity acquired substantial knowledge and enjoyed collaborative engagement. Students from Swansea College of Art and Swansea Business School cooperated to create innovative products by integrating creativity with business acumen. The incident revealed the significance of marketing for a company's success. I will always remember this indelible and enlightening experience as I go through my schooling and career.

REFERENCES

- Academy of Marketing Science. (2022). *The role of digital marketing in modern business strategies*. Journal of Marketing, 78(4), 25-40.
<https://doi.org/10.1177/00222429221137011>
- American Marketing Association. (2021). *What is marketing?* Retrieved from <https://www.ama.org/the-definition-of-marketing/>
- Google. (2023). *Google Analytics: Learning resources*. Google. Retrieved from <https://analytics.google.com/analytics/academy/>
- HubSpot. (2023). *Beginner's guide to SEO*. HubSpot. Retrieved from <https://blog.hubspot.com/seo/seo-training-guide>
- HubSpot. (2023). *How to use Google Ads: The ultimate guide*. HubSpot. Retrieved from <https://blog.hubspot.com/marketing/google-ads-guide>
- Johnson, M. (2022). *Mastering networking skills for career success*. Wiley & Sons.
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (15th ed.). Pearson Education.
- LinkedIn Learning. (2023). *Marketing strategy: LinkedIn learning courses*. Retrieved from <https://www.linkedin.com/learning/marketing-strategy>
- Meta. (2023). *Meta Blueprint: Learn Facebook and Instagram marketing*. Meta. Retrieved from <https://www.facebook.com/business/learn>
- Qualtrics. (2021). *The importance of consumer behavior in marketing strategies*. Qualtrics. Retrieved from <https://www.qualtrics.com/blog/consumer-behavior-marketing/>