

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		
Your presentation demonstrated good research skills with a broad range of literature, though accurate referencing needs improvement. You showed strong knowledge of marketing concepts and principles, effective application of marketing methods, and sound data evaluation, with room to deepen your analysis and explore innovative approaches. Your work was accurate and well-structured, showcasing strong independent and team contributions, with some minor weaknesses to address for further professional readiness.	100	62
1. Engagement with Literature Skills		
Your engagement with a broad range of literature demonstrated a good level of research skills. However make sure you accurately referencing within the body of the presentation. To improve further, deepen your analysis and explore diverse sources to enhance your marketing strategy and achieve greater success in future projects..	20	11
2. Knowledge and Understanding Skills		
Your marketing presentation shows very good knowledge of basic concepts and principles, reflecting a strong understanding. To build on this, apply your knowledge to complex scenarios and integrate innovative approaches to elevate your future work.	15	11
3. Cognitive and Intellectual Skills		
Your marketing presentation demonstrated sound evaluation of concepts and data interpretation, showcasing good analytical skills and evidence-based arguments. To further enhance your work, ensure consistent application of these skills across all analyses for more persuasive and impactful presentations	15	11
4. Practical Application Skills		
Your marketing presentation for the new game showcased a strong application of various marketing methods and techniques, tailored effectively to context. Your problem-solving skills and creative mindset are noteworthy; to further enhance your work, continue exploring innovative methods and technologies for fresh solutions to complex marketing challenges.	20	12
5. Transferable Skills for Life and Professional Practice		
Your presentation for the new game was accurate, coherent, and well-structured, demonstrating your ability to convey complex concepts effectively. Your strong independent and team contributions, leadership qualities, and employment skills are very good; addressing minor weaknesses will further enhance your professional readiness in the marketing field.	30	17

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)		62
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	