

MAJOR PROJECT - Final Viva/Demo – 20%

Student Name:	Rebecca Lees.
Title of Project:	
Supervisor:	
2 nd marker:	
Course:	☒ 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	25 /30	/30	/30	/30
2. Analysis				
Discussion of Findings	40 /50	/50	/25	/25
3. Practical Application and Deployment				
Demo	-	-	/25	/25
4. Skills for Professional Practice				
Presentation Style	8 /10	/10	/10	/10
Supporting Materials	8 /10	/10	/10	/10
TOTAL	81 /100	/100	/100	/100

Comments:

Outline, aim & objectives presented well,
Good structure overall.

Research findings summary well presented.
Also great summary of survey design.
Surprising results highlighted, good
discussion & explanation. Charts could have
been enlarged. Fun suggestions presented. Subsequent
First mover v second mover advantage?
How to engage international fan base?
Expert e-marketers / Fan led strategy?
Key research & industry recommendations
explained well.
Excellent overall!

Signed: Sue Mann (Supervisor)

[Signature] (2nd marker)