

STUDENT FEEDBACK FORM : REPORT (75%)

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	20	
You have clearly provided evidence of research using a variety of websites, however going forward try to incorporate more credible, academic sources relevant to the subject area in to your research. <i>In places the background research is dated.</i>		14 14/20
2. Knowledge and Understanding Skills	20	
Overall you have demonstrated a good level of knowledge + understanding of the principles/concepts associated with the subject area. You have addressed the key elements of the task, providing some good ideas for enhancing ~~the~~ LUSH's perception of LUSH in the marketplace. <i>You show a good/very good understanding of the appropriate principles and how to relate to the case study company</i>		15 14/20

3. Cognitive and Intellectual Skills	20	
You've also provided clear evidence of critical evaluation, proposing sound ideas based on information analysed. You have also managed to demonstrate some creativity. <i>The ideas and suggestions are credible and reflect your prior analysis</i>		15
		15 AC

4. Practical Application Skills	20	
Very good application of a range of techniques/concepts with good consideration given to the context for the most part - see comments re: Ansoff's Matrix. <i>This area is slightly weaker, not all concepts have been well applied to LESH.</i>		13
		12 AC

5. Presentation- professional skills	20	
You have communicated your ideas ~~is~~ confidently and consistently throughout as a result this piece of work is professionally presented and coherent, with a small amendment of format ~~to~~ further improvement. Overall you have demonstrated professional skills which will be useful		15

Generally professionally presented and very readable. There is some inconsistency in margin presentation

15/AC

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)

%

in future employment.

72% agreed

= 72%

= 70% AC