

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
1. Engagement with Literature Skills		
Extensive range of literature demonstrating excellent knowledge of marketing. However, you need to include a reference section to support your research.	20	14
2. Knowledge and Understanding Skills		
Demonstrated excellent knowledge of marketing and strategies. Using SWOT and PEST techniques. However, you have missed the current biggest social media platform , tiktok. Its important you keep up to date with current trends within social media and technology.	20	16
3. Cognitive and Intellectual Skills		
Demonstrated excellent knowledge of social media and marketing knowledge. Including alternative advertisement methods. Excellent use of data to highlight marketing costs. Referencing should have been used to support your data. Excellent designed slides, which were clear and concise.	20	16
4. Practical Application Skills		
Excellent use of PowerPoint to present your findings. Well presented with good delivery pace and clear talking. Engaged well with audience and was confident when speaking. Collaborative working needs to be presented in a more coherent manner, include Gantt charts and you could also include in your presentation how the team added value to your section.	20	16
5. Transferable Skills for Life and Professional Practice		
Excellent knowledge of marketing and techniques, well presented. Excellent communication and delivery skills. Needs to work more closely with team and make sure all aspects of project are aligned. Even though there is evidence of some collaboration, this needs to be more accurate.	20	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)		71
	Up to four weeks late		
	1st/2nd/3rd attempt?	1st	