

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've demonstrated engagement with a range of sources but try not to over-use same sources within the assignment, and ensure <u>all</u> sources used are consistently referenced.		11 11/20
2. Knowledge and Understanding Skills	20	
Generally you have provided evidence of knowledge & understanding of key principles / concepts associated with the subject area. You have addressed the brief by utilising a suitable framework. See comments written throughout where you could have made some improvements. More focus on the marketing aspects would have helped here but overall you have shown good understanding.		13 14/20

3. Cognitive and Intellectual Skills	20	
Evidence of analysis + critical evaluation provided throughout, demonstrating an ability to make judgements based on information. ✓ see comments on the previous section on project focus. But generally good evaluative skills.		13 14/16
4. Practical Application Skills	20	
Although you have practically applied a variety of relevant techniques with clear appreciation of the context in parts, you might have demonstrated a more detailed application of the 7Ps framework. Also careful not to use tables / concepts you perhaps don't fully appreciate		12 12/16
5. Presentation—professional skills	20	
This piece of work generally follows a logic flow for a marketing plan but over-use of tables spoils the overall presentation. However there is no doubt that you have acquired and demonstrated useful skills for future employment.		11 11/16

= 60%

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)		

This is a somewhat unbalanced project - there is a lot of background analysis but not so much on the actual marketing plan. You have clearly misread the module content but more focus on your own strategic / marketing suggestions would have helped. Don't overuse tables, it distracts. 62% Ac