

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 shows a very good understanding of basic concepts and effective application of various marketing methods. Your strong analytical and transferable skills are evident, though deepening your analysis and addressing minor weaknesses will enhance your marketing expertise and professional readiness.	100	64
1. Engagement with Literature Skills		
Your marketing presentation used a limited but relevant range of sources and showed awareness of referencing conventions, though improvements are needed in consistency and accuracy. Broadening your research and enhancing referencing precision will elevate the academic quality of your work	20	12
2. Knowledge and Understanding Skills		
You have a strong grasp of marketing concepts and target personas, reflecting good subject knowledge. To improve, develop comprehensive social media strategies, engage effectively across platforms, and use diverse tools for analysing interactions to enhance your digital marketing skills.	15	10
3. Cognitive and Intellectual Skills		
Your presentation showed a strong grasp of marketing concepts, accurate data interpretation, and solid evidence-based arguments. To improve, strengthen your arguments with comprehensive evidence and deeper analysis, providing a more persuasive and impactful case.	15	9
4. Practical Application Skills		
Your presentation showed a very good application of basic marketing methods, materials, tools, and techniques, with thoughtful context consideration and solid problem-solving. To improve, integrate advanced methods, deepen contextual analysis, and diversify problem-solving strategies for more compelling solutions.	20	14
5. Transferable Skills for Life and Professional Practice		
Your presentation was accurate, coherent, and well-structured, showcasing strong collaboration and interpersonal skills. To improve, focus on leading more within the team, exploring more marketing solutions and strategies, and addressing minor weaknesses for enhanced effectiveness in projects and workplace readiness	30	19

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)		64
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	