

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 provided evidence of engagement with a range of sources, inconsistently and inaccurately referenced in parts.		7
2. Knowledge and Understanding Skills	20	
You have demonstrated that there must be major gaps in your knowledge and understanding of the marketing planning process as you have not addressed the task. As a result you haven't utilized a suitable marketing planning framework and have not considered the key elements of the task.		5

3. Cognitive and Intellectual Skills	20	
largely descriptive with limited evidence of critical evaluation.		7
4. Practical Application Skills	20	
Rudimentary application of some relevant techniques but without detailed consideration eg. 4Ps, DRIP.		7
5. Presentation— professional skills	20	
This piece of work has not been presented in a suitable format and is therefore poorly structured and content confusingly expressed in parts. Unfortunately you have provided little evidence of the skills required for future employment or indeed matched		7

= 33%

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)		

standards
the ~~requirements~~ expected at Level 7.

This project shows very little understanding of the module material or the assignment brief. The core task has largely remained undeveloped. This is a clear fail. 33% agreed. AC