

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		
Overall an excellent report highlighting an excellent knowledge on marketing for your product. Use of tools such as social media, PEST, google survey and SWOT was excellent. Presentation of the report was very good but could be improved by embedding images with more care.	100	75
1. Engagement with Literature Skills		
You have shown an excellent range of referencing throughout the report which supports your discussion. Referring is correctly applied and included in a reference section. You have shown excellent discussion on the key concepts around marketing. While you discussed who your target audience was, inclusion of a persona profile would have been welcomed.	20	16
2. Knowledge and Understanding Skills		
Excellent depth of research throughout the report supporting your discussion around your marketing strategy. The quality of the report was very good however when included figures\tables\images etc make sure they are correctly labelled and captioned. They also don't need to be in the TOC.	15	12
3. Cognitive and Intellectual Skills		
Marketing strategy and discussion around use of questionnaire and social media was excellent and well described. However look at research around timings of when to post on social media so you have a higher chance of catching the attention of your target market.	15	10
4. Practical Application Skills		
Excellent product idea and you have discussed a very good strategy around who you are targeting and how. Using tools like google forms to gather marketing data is excellent. However it would have been good to see evidence of the original survey. Results could have been presented in a more professional way with bigger images. The use of PEST and SWOT is excellent and well discussed	20	15
5. Transferable Skills for Life and Professional Practice		
Overall flow of the report is excellent and show a high degree of professionalism covering the majority of topics required. You make sure you proof read your work so that your TOC is correct and that and images are sized correctly so its easy for the reader to view. Team collaboration was excellent with a high attendance on weekly meetings.	30	22

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)		75
	Late Submission ?		
	1st/2nd/3rd attempt?	1st	