

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 have provided evidence of engagement with a wide variety of sources appropriately referenced. You need to ensure your bibliography is presented consistently.		13 14/20
2. Knowledge and Understanding Skills	20	
You have demonstrated a good level of knowledge + understanding of the marketing planning process in addressing the assignment brief. As a result you have used a suitable marketing plan framework upon which to structure your proposed plan which has clearly been well thought through.		14 14/20

Shows a good / very good understanding of strategic and marketing concepts, as well as focus on the project brief.

3. Cognitive and Intellectual Skills	20	
In so doing you have provided evidence of analysis + critical evaluation together with an ability to put forward sound judgements based on valid data/information. Good application and interpretation of marketing and strategic tools and frameworks. Some elements could be further developed e.g. 7 P's.		13 14/20
4. Practical Application Skills	20	
Good application of a range of techniques + relevant concepts with consideration of the context of the application. See comments above.		13 13/20
5. Presentation—professional skills	20	
Effectively + confidently communicated in a suitable format demonstrating professional employment skills which will be useful in future employment. Well presented and readable, although it stops rather abruptly. Quite a few spelling errors.		14 14/20 = 67%

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)		

finally a good marketing plan ~~that with~~ It does not quite reach the distinction but shows good understanding and evaluation skills.

68%

68/100