

# 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 |
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| <b>General Comments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                 |               |
| In your presentation you've demonstrated a solid understanding of basic concepts and the ability to apply various methods, materials, tools, and techniques effectively, earning commendable scores across different sections. Your analytical skills in interpreting data and forming evidence-based arguments are notable, though there's room to deepen your analysis for more persuasive presentations. The practical application of marketing principles shows a very good grasp of contextual considerations and problem-solving, suggesting proficiency in proposing suitable solutions. Your transferable skills, including accuracy, coherence, and the ability to contribute to team efforts, are strong, underpinned by a capability for personal responsibility in a professional setting. However, occasional minor weaknesses indicate opportunities for further refinement. Overall, your performance is strong, with clear pathways identified for enhancing your marketing expertise and professional readiness. | 100             | 63            |
| <b>1. Engagement with Literature Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |               |
| Your engagement with literature in the marketing assignment indicated that you have made use of a limited but mostly relevant and credible range of sources. Additionally, while you are aware of referencing conventions, there is room for improvement in applying these consistently and accurately throughout your work. To enhance your performance, it would be beneficial to broaden your research, seeking out a wider array of sources to deepen your understanding. Paying closer attention to the precision in your referencing will also help to elevate the academic quality of your submissions.                                                                                                                                                                                                                                                                                                                                                                                                                    | 20              | 11            |
| <b>2. Knowledge and Understanding Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |               |
| You demonstrated a competent grasp of basic concepts and principles in marketing, which reflects a very good understanding of the subject matter. Your ability to identify target personas is very good, indicating a solid foundation in understanding your audience. However, to further improve your score and deepen your marketing expertise, it's essential to develop a more comprehensive approach to social media strategies. This includes not only recognizing your audience but also engaging with them effectively across various platforms, utilizing a broader set of tools and techniques to measure and analyze their interactions. Expanding your knowledge and application of social media tactics will not only enhance your current understanding but also equip you with the skills necessary to adapt                                                                                                                                                                                                      | 15              | 10            |
| <b>3. Cognitive and Intellectual Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |               |
| Your presentation indicated a sound evaluation of the underlying concepts and principles in marketing. Your ability to accurately interpret both qualitative and quantitative data showcases your analytical skills, and your capacity to construct arguments based on evidence and make mostly appropriate and valid judgments is very good. To further enhance your presentation and overall score, consider strengthening your arguments with more comprehensive evidence and deeper analysis. This approach will help you to not only justify your decisions more effectively but also to present a more persuasive and impactful case to your audience. Delving deeper into the data and connecting it                                                                                                                                                                                                                                                                                                                       | 15              | 9             |
| <b>4. Practical Application Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |               |
| Presentation demonstrated a very good application of a range of basic methods, materials, tools, and techniques in marketing. Your ability to consider the context of their application thoughtfully and to provide solid evidence of various problem-solving approaches is very good, as is your skill in proposing appropriate solutions to the challenges you've identified. This demonstrates not only a strong understanding of marketing principles but also an adeptness at applying these principles in practical, real-world scenarios. To elevate your score further, you might explore the integration of more advanced or innovative methods and techniques, pushing beyond the basics to tackle more                                                                                                                                                                                                                                                                                                                 | 20              | 14            |
| <b>5. Transferable Skills for Life and Professional Practice</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 |               |
| Your presentation showcased your work as accurate, coherent, fluent, well-structured, and organized. Your ability to work effectively both independently and as part of a team, contributing significantly to group activities, speaks to your strong collaboration and interpersonal skills. Furthermore, your demonstration of very good skills suitable for employment, where personal responsibility is key, sets a solid foundation for your professional journey. The occasional minor weaknesses identified suggest areas where there is potential for further growth. To enhance your mark, focus on identifying being confident to lead more within the team and look at more marketing solutions and                                                                                                                                                                                                                                                                                                                    | 30              | 19            |

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| <b>Assignment Mark</b> (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) |     | 63 |
|                                                                                                                                                                                                            | Late Submission ?                               |     |    |
|                                                                                                                                                                                                            | 1st/2nd/3rd attempt?                            | 1st |    |