

Assessment Specifications for Marketing Plan and Case Studies.

All submissions (cases and company papers) should be posted onto the discussion board.

Minimum page length: 2 pages.

An “A” grade 90-100 %

All issues and concepts (*) are clearly and fully addressed. The submission includes the group/student’s own application of the concepts from the text to the fictional company that they are developing or the case the group is addressing.

The student/group will have cited a range of research sources (other than the text) to enhance their submission. The submission is neat, in proper format and grammatically correct. **The submission significantly exceeds minimum page length.**

A “B” grade 80-89 %

Most of the issues and concepts (*) are addressed in relation to the company that the student is developing or case the group is addressing. Application of the issues and concepts is good but limited. **The student/group will have cited a limited range of research sources** (other than the text) to enhance their submission.

The submission lacks the analysis and application necessary in an “A” paper. Contains a few minor spelling and grammatical errors. **Marginally exceeds minimum page length.**

A “C” grade 70-79 %

Some issues and concepts are addressed, but with minimal thought, analysis and application. **The student/group will not have cited any research sources** to enhance their submission. Contains grammar and spelling errors. **Minimum page length utilized.**

A “D” grade 60-69 %

Student fails to address relative issues and concepts and/or paper contains significant spelling and grammatical errors. Less than minimum page length utilized.

* The issues and concepts mentioned above can be found in the document entitled ‘Marketing plan’ under the course menu