The Marketing Institute

EXAMINER'S REPORT

AUGUST 2005

STAGE 4 PROJECT

6 candidates presented projects in Autumn 2005. All but one passed and obtained good results (3 A's, and 2 B's), one failed.

Those presenting material which had analysis evident (rather than just description) were rewarded well.

Sadly, one project presented material which appeared to have been "lifted" from the internet. In this particular case, the candidate "copied and pasted" blocks of material.

This practice is not acceptable at any level of study.

What separated the grades was evidence of primary research. The examiner does not expect candidates to engage in major "theses" level research activity. However what is expected is evidence that there is an attempt to present some material based upon the findings from research.