

Core Module 4252: Managing the Market

Criteria	Distinction	Merit	Pass	Fail	Weight
<p>Understanding How to Manage the Market</p> <ul style="list-style-type: none"> • Importance of Market Orientation • Marketing Mix • Pricing Practices • Promoting Products and Services 	The candidate demonstrates a thorough understanding of the practical and theoretical aspects of the subject to an extent beyond that required in the syllabus. The reader is impressed by the depth of the candidate's knowledge and understanding.	The candidate demonstrates a sound understanding of all the practical and theoretical concepts in the syllabus. This is reflected in a strong assignment.	The candidate demonstrates a good awareness of most of the issues and concepts, although weaknesses may be apparent in some areas.	The candidate is unaware of more than half of the issues raised in the syllabus and fails to demonstrate an overall understanding of the syllabus.	15%
Application of Conceptual Understanding	The candidate is able to consistently apply his knowledge to practice in the workplace and demonstrates a maturity in applying theory to practice beyond what is expected at certificate level.	The candidate correctly applies a broad range of theoretical concepts to practical workplace situations in a manner that demonstrates a good degree of insight and practical understanding.	The candidate broadly sees the connection between abstract issues and their practical application and makes a good attempt at applying theory to practice.	The assignment contains poor linkage between abstract issues and practice in the workplace. The candidate has not developed a sufficient understanding of the practical applications of theoretical concepts.	35%
Wider Reading	The candidate has read extensively around the subject. This is reflected in an extensive and accurate reference list that is appropriately applied in the text.	The candidate has clearly read around the subject and provides a good reference list that is appropriately used in the text. Compared with Distinction level, the candidate lacks in-depth reading.	The candidate demonstrates limited reading and has attached an incomplete reference list; some of the references may not have been used appropriately	Little or no extensive reading with very few references, which are inappropriately applied.	5%

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Presentation	The assignment is balanced, coherent and well-structured and clearly reflects what the candidate has learned in the module. It is easy to find one's way around the assignment. Information is presented in a variety of appropriate ways.	The assignment is coherent and well-structured, reflecting good planning and preparation, although there may be imbalances in the presentation. Information is clearly presented, but greater use of appropriate diagrams and graphs would have been desirable.	The candidate has made a good effort to present the assignment in a coherent and structured way. The assignment is adequately planned and prepared. Presentation of the information is adequate but may not always be clear.	The assignment has a weak structure and is poorly presented in terms of headings, tables, bullet lists. Insufficient preparation. There is a clear bias in terms of the presentation of information relating to different syllabus criteria.	15%
Analysis	The candidate demonstrates strong analytical skills, including a perceptive critical and constructive evaluation of workplace issues. The candidate is able to grasp implications and demonstrates a high degree of insight.	The candidate shows good analytical skills and presents an effective critique of organisational practice. While this demonstrates a sound understanding of the issues, the analysis lacks the perceptive and constructive evaluation needed for Distinction level.	A mostly descriptive text with intermittent critical evaluation. An attempt has been made to critically and constructively evaluate different options, and this provides the reader with useful analysis. Although there may be a lack of focus or imbalances in the work, this does not detract from an overall positive impression.	Little demonstration of analytical skills or ability to evaluate options or issues. The text is practically all descriptive or it may excessively focus on one or two limited areas.	15%
Conclusions	The candidate draws on his analysis, wider reading and practical understanding to arrive at a well thought out, practical and balanced conclusion. The recommendations made in the conclusion are fully justified and achievable.	The assignment contains a conclusion that clearly derives from the main body of the report. The conclusion is well thought out but may contain some bias in relation to consideration of the different issues. Recommendations are justified and realistic.	The candidate draws together some of the issues to reach a plausible conclusion that contains practical and achievable recommendations. However, the reader may not be fully convinced by the candidate's choice of options, as other alternatives may not have been fully explored.	The candidate provides a weak concluding statement that does not draw together the issues discussed in the assignment. The conclusions are likely to be unrealistic or lack focus. The reader is not convinced by the candidate's recommendations.	15%