



EXAMINER'S REPORT

AUGUST 2000

STAGE 1 PROJECT

This year's August project enabled students to examine the important issue of marketing in the mortgage sector. This sector has been shaken up drastically since the Bank of Scotland entered the market in 1999 with a low price strategy. The project asked students to make an assessment of the level of marketing competence and activity in a chosen company.

Many of the traditional problems with the first year project, which have been extensively described in previous examiner's reports, were evident in these submissions. Most showed very little use of marketing frameworks or concepts to organize the project. Consequently, they amount to little more than a basic description of some of the marketing and promotional activities the companies were involved in. In one case, the project read like a company brochure or pages from a website. Bibliographies were particularly weak as well. Repeat students should familiarize themselves with previous examiner's reports in order to avoid making damaging mistakes in their approach to the project.