Content Issues

Typically of previous years, the August 2005 project had four identifiable requirements, but as is also typical of previous years, students chose to ignore integral elements.

Parts 1 and 2 of the projects were very effectively dealt with, where students were required to choose a company and note its background and core activities, but as in previous years there was evidence of extreme overindulgence in these requirements. 15% percent of the total marks does NOT warrant 90% of the project total word count, 11 pages of background information on a company is a terminal mistake.

The third project requirement, which was not optional, required students to pay particular attention to the marketing activities of the company which they had chosen and describe these in detail. This component was valued at 35% and only attempted by two thirds of the candidates.

Requirement four, which requested students to establish recommendations which could be made to other companies within the same core business, remained almost completely ignored.