



## **EXAMINER'S REPORT**

**AUGUST 2008**

### **STAGE 1 PROJECT**

#### **General Comments**

The 2008 August project had four, as always, clearly identifiable requirement components. Even a cursory glance at the project brief, indicates that not only are there four discernable requirements, but that each of these or requirements has a significant proportion of marks associated with it. To omit or under-perform in any of these sections leads directly to failure or low grades.

The overall tone of this years cohort of August projects was generally of a low quality. Sections 1 and 2 of the project were very effectively dealt with, where students were required to choose a company and note its background and core activities. The wide availability of such information more or less guarantees effective and workman like attention to these sections.

It was as usual the sections which required analysis of the key present or planned marketing strategies AND the formation of recommendations to other companies which suffer most from a lack of attention. Combined these requirements add up 70% of the total marks and in the context of a Stage 1 project are there to build up the candidates confidence in critical analysis of a marketing frame and should be earnestly attempted.

A final note on referencing, presentation and proof reading, 15% of marks are available for very a minimum investment of effort. These marks definitively make the difference between passing and failing.