



## **EXAMINER'S REPORT**

**AUGUST 2003**

### **STAGE 2 PROJECT**

#### **Sponsorship**

There were only seven students who undertook the August Stage 2 project

This project required students to investigate the use of sponsorship as a marketing communications tool in a particular market. Initially the student was required to provide a profile of the candidate company along with its markets and competitors. This profile was to provide a detailed outline of the promotional tools employed by companies in the sector. Most of the submissions provided a cursory description of the selected company and provided little information on the competition. The profiles tended to be very general rather than focusing on marketing communications activities.

The second part of the project required students to employ primary research techniques to investigate the sponsorship used by the chosen company. Some submissions failed to provide evidence of any primary research. Some undertook a very superficial investigation. In some instances the analysis was based on very subjective personal observations rather than a planned, objective market research project. The better projects clearly spelled out the specific objectives of the study and demonstrated the role of any survey in the overall investigation. In a number of cases corporate material was included in the project without any evaluation or any additional analysis.

The third part of the project required students to speculate on possible future developments in the use of promotion within the sector based on previous analysis. In a few cases little attention was given to this part of the exercise. Where the preceding analysis was shallow it was difficult for students to provide any meaningful conclusions.

In a number of cases the presentation and structure of the project was very weak, having poor grammar and disjointed content. In poorer submissions the bibliography tended to be very limited with little if any referencing.