



## **EXAMINER'S REPORT**

**MAY 2000**

### **STAGE 3 PROJECT**

This project asked the student to prepare a marketing consultancy project for a new Irish electronics software company which had recently developed a new computer sportscar game with an internet connection. An overview of the market for computer games, buyer behavioural factors, ideas for product title, packaging and promotion together with an outline plan for entry into international markets was requested.

Overall the quality of the projects submitted was good with 49% of candidates receiving a grade C or better. Five per cent of students received an A grade while at the other end of the spectrum five per cent failed the project. In the case of the A grades it was evident that a substantial amount of conceptual thought, hard work and detailed research went into the preparation of the reports. Regarding the projects that failed the main reason for failure was inadequate research, little integration of the topic outlined and sparse content, which together indicated little effort in the formulation of the report.

The better projects were characterised by the inclusion of an executive summary, a clear statement of objectives, clarification of any assumptions made and gave details of the research methodology employed. Indeed, I must comment on the excellent and extensive use of the internet as a source of information on the computer games industry. The majority of students used this medium for data on sector trends and competitor analysis. Information was well detailed and logically presented. Other features that distinguished projects awarded a high grade were, a well thought out and integrated strategy, including potential target market, clear recommendations for the marketing of the new product and sensible suggestions for developing international markets.

Projects awarded a low grade were weak in their coverage of market and industry trends. They failed to focus on the integration of the topic of a company entering a market with a new product and the relevant marketing theory studied to date. Several of the weaker projects tended to lack content and impetus in the latter sections of the project.

On a more positive note the examiner was impressed with the range of creative ideas for packaging and promotion of many of the students and the overall high standard of quality of presentation of the vast majority of reports.