



EXAMINER'S REPORT

AUGUST 2003

STAGE 3 PROJECT

General Comments

This year's August project required students to examine the marketing of zoos as non-profit organisations. Students were asked to outline the unique characteristics of non-profit marketing and to discuss the importance of customer identification, customer care and customer service in the marketing of zoos. In addition, students were required to consider the effect of buyer behaviour influences in this market and to describe promotional strategies that could be used to increase visitor numbers and attract additional investment.

As in previous years, the aim of this project was to encourage students to apply the theoretical concepts of marketing to the practical situation outlined in the project. In order to achieve a good grade, students were expected to exhibit an understanding of how marketing theory applied to the practical nature of the project. Students were also expected to provide a comprehensive account of zoo marketing, showing evidence that they had researched this topic extensively. It was also important that the project was professionally presented, with adequate content.

The overall quality of this year's August projects was satisfactory, with 39% of candidates receiving a grade C or better. However, 22% of students failed the project. These low marks were obtained mainly because students failed to focus on the question being asked. Interesting information was included in the answer, but was often totally irrelevant to what was being asked. In addition, the weaker projects were not adequately researched. Despite the fact that marks have now been allocated for the integration of theory and practice and referencing of material, a surprising number of candidates failed to do this. It is important to read the project requirements carefully and to learn from previous examiner reports.

On a more positive note, those candidates who received a good grade displayed a good knowledge of the theoretical and practical issues associated with zoo marketing. They also showed an ability to marry theory and practice and to reference material correctly. The examiner wishes to congratulate these students on their efforts.