



EXAMINER'S REPORT

AUGUST 2002

STAGE 4 PROJECT

Only a very small number of candidates presented for this year's August project. The standard ranged from average to very good. The average candidates presented lots of research, mainly of a secondary nature (it would have been best to gravitate towards more primary material) and rather crudely presented with little or no effort to address the question. Again referencing was unprofessional. Attention must be paid to the provision of a bibliography which is comprehensive, enabling the reader to pursue for himself/herself the material at hand. The very good candidates presented material which was well researched, with plenty of primary research material, proof read, and generally professional.

At this level of studies, candidates are expected to present a piece of work which is of a professional standard, in keeping with the marketing philosophy: always provide the customer (the reader) with your best possible product. This examiner suggests that all candidates could benefit from having their document proof read by a professional colleague/friend prior to being handed in. One can rarely proof read ones own material.