



EXAMINER'S REPORT

AUGUST 2003

STAGE 4 PROJECT

The customer-driven process represents the best current practice and is without doubt the future of marketing in the early stages of the 21st century.

The issue of being customer-driven has always been important in the context of securing a successful niche in the marketplace. The capacity to see this activity as a process rather than a fact, has become even more relevant in recent times.

A very small number of candidates presented for this project, some of whom were presenting for the second time. The examiner was looking for a comprehensive treatment of the vital nature of the customer-driven process in evidence in business activity today.

High grades were awarded to those candidates who did what was expected of them at this level of their studies: to take the material gleaned from their studies and to logically apply it to the task at hand, moving beyond mere description of the presented material and into a comprehensive analysis. This was seldom undertaken. Candidates appear to be confused as to the nature of what is being sought. It is not a case of simply finding an enterprise, locating a brochure, web site or whatever, and describing what is happening. This examiner, taking cognisance of the fact that this is a year 4 project of a professional programme, expects the candidate to be logical, mature and analytical throughout.

It is unacceptable at this stage of study, to hand in a piece of work which has not been thoroughly proof-read, lacks primary research, is based essentially upon descriptive material, and lacks a sense of taking the task seriously.