



## EXAMINER'S REPORT

MAY 2004

### STAGE 4 PROJECT

**A well planned marketing communications strategy ought to be seen as a major strategic business asset, one that can make your enterprise competitive, better known and ultimately capable of creating real wealth.**

Grades this time spanned the full spectrum, from zero grade all the way to 80%. The assignment was chosen in order that candidates could demonstrate their ability to apply in a logical, structured and innovative manner that material gleaned by them in their studies to date.

Those projects attracting the poorer grades displayed a variety of disappointing traits, among these were:

- Poorly considered primary research. At this level of study it is deemed imperative that primary research be engaged in. The examiner knows that not all candidates have equal access to library /internet facilities, but all candidates are in a position to understand what it is that constitutes "good, acceptable and professional market research". Sadly, some papers were bereft of these attributes. This is, after all, the project which should reflect the culmination of 4 years of serious study on the part of the author! There must be a clear and professional presentation of the details and rationale behind the use of primary research used.
- Insufficient or non-existent effort to provide more than purely descriptive material. As this is a year 4 project, the examiner expects clear evidence of in-depth analysis. Merely reading and transcribing material is not enough. In some cases, where candidates had access to particular material by virtue of their employment situation, it was evident to this examiner that what was presented was a "company blurb", no attempt being made to "learn" from the exercise.
- There were several occasions when the structure of the material was inappropriate. It should have been clear that the weightings in terms of the marks for each section, reflected the emphasis which the examiner wanted to see. Instead there were occasions when the candidates dwelled far too long on parts 1 and 2, paying scant regard to part 3 (which attracted the bulk of the marks at 45). It was disappointing that candidates appeared to ignore this obvious attempt by the examiner to guide them in a particular direction.

The higher grades were obtained by those who avoided the above "pitfalls".