



EXAMINER'S REPORT

MAY 2009

STAGE 4 PROJECT

“Innovative Marketing Communication Strategy is required, now that the good times are gone-for now at least!!”

On the whole the papers presented were appropriate and the authors applied themselves well to the task at hand. The higher echelon of grade was obtained by those that adhered to the rules set out in the project instructions. Candidates presenting a logical, well structured paper which sought to present a “complete” task (sets out what is being done, how it was done, and what was learned from the activity), were always rewarded with a solid high level grade.

On the other hand it is worthwhile explaining where things were not so positive.

Referencing continues to be a problem for some.

Extensive quoting of articles from newspapers is fine for a project in secondary school, but is wholly inappropriate at the professional level. In some cases, candidates initially impressed this examiner with a vast array of references within the body of the paper, only to inflict serious disappointment when it came to tracking these same references within the bibliography-many/most were simply not there!! This has the effect of making it almost impossible to follow-up on the given references, it also might suggest to the examiner that the author has not in fact consulted the references at all, and has simply “lifted” them from a range of sources. Only insert references from material that has in fact been studied.

Yet again this year there is too much evidence of a lack of proof reading, even though this is specifically required (see instruction with project title). In several cases, the lack of proof reading was so critically evident as to distract this examiner to the point where there was doubt as to whether the document presented had in fact been read at all by the author. Where English is not the first language of a candidate, the suggestion is given again - have someone read your document prior to submission. Some projects displayed material that moved from almost incomprehensible to barely readable!!! This is not acceptable at this professional level.

Too many are still “lecturing” to this examiner: presenting page after page of how to do market research, what is involved in marketing communications et cetera- the task is not to reproduce lecture notes, rather it is to present a document focussing clearly on the task at hand. This is specifically referred to in the instructions.

Candidates are still insisting on providing a verbatim account of extended interviews undertaken during primary research activity...this is also referred to in the instructions! Graphics that are inserted from another source must have a title and the source must be mentioned. All graphics/tables must have a title and a source given.