

Individual Essay Marking Matrix (MKTG203)

	FAIL (0 - 14.9)	PASS (15-19.4)	CREDIT (19.5 – 22.4)	DISTINCTION (22.5 – 25.4)	HIGH DISTINCTION (25.5 – 30)
Conceptualisation	Unable to identify and describe crucial elements relating to the impact of social media on the social construction of consumer-brand meaning and the consumer-brand experience.	Attempted to identify and describe a few crucial elements relating to the impact of social media on the social construction of consumer-brand meaning and the consumer-brand experience	Basic identification and description of some elements relating to the impact of social media on the social construction of consumer-brand meaning and the consumer-brand experience	Clear and consistent identification and description of many crucial elements relating to the impact of social media on the social construction of consumer-brand meaning and the consumer-brand experience	Comprehensive identification and description of an extensive range of crucial elements relating to the impact of social media on the social construction of consumer-brand meaning and the consumer-brand experience
Critical evaluation and position	Inadequate discussion and analysis of the perceived authenticity and trustworthiness of brand communications within social media. Inadequate analysis and linkage to brand communications at the consumer, or organization or other originated level.	Attempted discussion and analysis of the perceived authenticity and trustworthiness of brand communications within social media. Attempted analysis and linkage to brand communications at the consumer, or organization or other originated level.	Basic discussion and analysis of the perceived authenticity and trustworthiness of brand communications within social media. Basic analysis and linkage to brand communications at the consumer, or organization or other originated level.	Thorough discussion and analysis of the perceived authenticity and trustworthiness of brand communications within social media. Thorough analysis and linkage to brand communications at the consumer, or organization or other originated level.	Extensive discussion and analysis of the perceived authenticity and trustworthiness of brand communications within social media. Extensive analysis and linkage to brand communications at the consumer, or organization or other originated level.
Analysis and conclusion	Inadequate analysis of implications at both the theoretical and practical level. Failure to develop a clearly argued, articulated and synthesised position.	Attempted analysis of implications at both the theoretical and practical level. Attempted to develop a clearly argued, articulated and synthesised position.	Adequate analysis of implications at both the theoretical and practical level. Adequate development of a clearly argued, articulated and synthesised position.	Through analysis of implications at both the theoretical and practical level. Thorough development of a clearly argued, articulated and synthesised position.	Extensive analysis of implications at both the theoretical and practical level. Extensive development of a clearly argued, articulated and synthesised position.
Use of scholarly articles to form an evidenced argument	Minimum number of scholarly journal articles required is NOT met and/or inadequately utilised.	Minimum number of scholarly journal articles met. Evidence of <i>an attempt</i> to integrate and utilize sources.	Minimum number of scholarly journal articles met. Good integration and utilization of sources.	Minimum number of scholarly journal articles met. Thorough integration and utilization of sources.	More than the minimum number of scholarly journal articles met. Outstanding integration and utilization of sources.