

subject matter? Why should companies be concerned? What's the way forward for them? After the literature review and the illustrations, it is about asking the question "So what?" for companies.

References – an accurate Harvard referenced list of all sources cited within the text.

Assessment brief (RESIT)

This portfolio is a collection of two mini-tasks of equal weight.

YOU ARE ONLY REQUIRED TO RESIT THOSE ASSESSMENTS THAT YOU DID NOT PASS FIRST TIME. For example, if you fail one of the two reports, this means you will not re-submit the report you have already passed, and in this case you will only submit one piece of work of approximately 1,500 words.

Consequently, you must re-attempt only those elements of the first submission that you did not pass; up to TWO (2) topics from the range of contemporary issues in marketing identified in the unit content. Only the re-submitted topics will reassessed applying equal weight (i.e., 50%), but there will be a capped mark of 50% for the portfolio overall.

Assessment criteria

Evaluation. A critical evaluation of principle issues surrounding the topic area by use of state of the art/cutting edge literature (ILO 1, 2, 3).

Application and illustration. Discussion of application of key ideas, models and concepts and workplace illustration (ILO 2, 4)

Academic writing and presentation. A cohesive argument and balanced presentation that reflects an appropriate format and use of Harvard referencing system (ILO 1, 2, 3, 4).

Pass mark	Postgraduate	50%
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	This assessment is testing unit Learning Outcomes	Tick if tested here
LO1	Critically analyse the competitive, technological, environmental and other challenges that force organisations to seek new, innovative, marketing techniques.	✓
LO2	Examine the principles, importance and applications of various types of marketing, in addition to commercial marketing, and be able to apply these in the context of an organisation.	✓
LO3	Critically evaluate the importance of sustainability and corporate social responsibility in building an organisation's marketing strategy.	✓
LO4	Critically reflect upon, evaluate and apply innovative marketing concepts and frameworks in a contemporary marketing context.	✓

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The general marking guidelines for coursework according to EFM regulations are followed and the submissions will be evaluated considering the level of: a) knowledge and understanding, b) analysis and approach, c) organisation and structure, d) use of sources, e) style and presentation.

Criteria	Distinction 70-100%	Merit 60-69%	Pass 50-59%	Fail 40-49%	Fail 0-39%
Evaluation – content and theoretical underpinning	Portfolio demonstrates originality, innovation and depth in the content and theory that is comparable to published work.	In the main the portfolio is insightful and has an appropriate selection of content and theory in key areas identified in the brief.	Key theories and ideas are included in the portfolio of work in an appropriate manner, although not consistently across all tasks.	Appropriate selection of content/theory, but some key aspects missed /misconstrued. Lack of theory in most tasks.	Does not address the assignment brief. Uses inaccurate or inappropriate content/theory.
Application and illustration	Portfolio consistently demonstrates application of theory / critical analysis and contests the published literature through high level of debate.	Engagement with critical perspectives and solid comparison of author's views. Clear evidence of application and questioning of theory through critical analysis.	Portfolio is mainly descriptive but meets learning outcomes. There is some critical analysis, but mainly explores the issues in general, showing knowledge and application.	A descriptive portfolio which has very little critical analysis. Lack of evidence provided to achieve masters level work.	No critical thought/ analysis/reference to theory.
Academic writing and presentation	Mostly comparable to published literature in this subject area. Presentation standard of the portfolio is excellent; consistent with academic protocol. Referencing clear, relevant and consistently accurate using the Harvard system.	Sound academic writing in comparison to published work showing some potential. Presentation overall of good standard with few errors in grammar and syntax. Referencing relevant and mostly accurate using the Harvard system.	Presentation has limitations including some errors in grammar and syntax. Minor inconsistencies and inaccuracies in referencing using the Harvard system.	Meaning apparent but language not always fluent, grammar and spelling is often inaccurate. Presentation is poor in structure and includes errors in grammar and syntax. Referencing present having many inconsistencies and	Purpose and meaning of assignment unclear. Language, grammar and spelling poor. Structure and presentation is not of an acceptable standard including faulty grammar and syntax. Referencing mainly

- You are required to submit two mini-assignments.
- Each of the mini-assignments will be marked as a separate piece of work with equal weighting (i.e., 50%)

Select TWO (2) topics from the range of contemporary issues in marketing identified in the unit content. (Refer to the Blackboard topic for further detail). Then critically evaluate the key literature for your chosen topics and the implications for marketers. You should support your arguments by using appropriate examples.

Guidance on format for each portfolio item:

- 1. Introduction, which should clearly frame the subject, identify the knowledge gap and contribution or relevance of the piece of work to theory or practice.**
- 2. Critical review of key literature – this should be a balanced discussion of the latest literature – most importantly the relevant theories and conceptual frameworks should be presented.**
- 3. Illustrative examples – these should be drawn from industry and illustrate how companies are currently dealing (or should deal) with the subject of discussion.**
- 4. Implications for practice – what is the question/issues here? Why does this subject matter? Why should companies be concerned? What's the way forward for them? After the literature review and the illustrations, it is about asking the question “So what?” for companies.**

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