

Individual Submission 1

Assignment Total
Worth

Final Mark

80.5

Surname	Name	Weight Contrib	Worth
Beschizza	Franco	80.5	100% of unit total

Component	Comment	Raw Grade	Comp
1a. Is a brief summary of the organisation produced	Exceptional summary of the organisation produced based on critical observation	90	4.5
1b. The production of a description of the organisation's current system of provisions to measure, monitor and manage digital marketing activities	Exceptional description of organisation's current system of provisions to measure, monitor and manage digital marketing activities with evidence of modelling and the synthesis of information collected	80	8
1c. Critically evaluate the organisation's system of provisions to measure, monitor and manage digital marketing activities	Critical and exceptional discussion of the organisation's current system of provisions to measure, monitor and manage digital marketing activities	80	16
		Section 1 Total	28.5

What could be improved?	Contributes 35%	to final grade =	9.98
<p>1a) Excellent detail using research to back up the points make. 1b. Excellent comprehensive modelling of RN's current system for monitoring digital activities. You have certainly improved you ability to structure and convey complex information. More focus on diagram 1 would have improved your mark but it is still very good. 1c. Critical points made are generally well supported by literature/theory. However, more literature/theory/research would have improved your mark.</p>			

Component	Comment	Raw Grade	Comp
2a. Description of the proposed system of provisions to measure, monitor and manage an organisations digital marketing activities	Exceptional description of the proposed system of provisions to measure, monitor and manage an organisation's digital marketing activities with evidence of clear modelling and synthesis of information gathered	80	16

2b. Justification of the components of a proposed system of provisions to measure, monitor and manage an organisation's digital marketing activities	Critical and exceptional discussion/justification of the components of a proposed system of provisions to measure, monitor and manage an organisation's digital marketing activities with evidence of the integration of theory and the use of further research/reading to support proposals	80	20
		Section 2 Total	36

What could be improved?

Contributes 45%

to final grade =

16.2

2a/b) Again excellent comprehensive response. However, more theory/research/literature used to construct your recommendations would have enhanced your mark. Sometimes you may need to think outside of the 'digital bubble' and by looking into different areas of business literature (e.g. HR, organisational behaviour) in order to formulate your recommendations.

Component	Comment	Raw Grade	Comp
3a. The identification and discussion of the issues which may prevent the implementation of a proposed system of provisions to monitor, measure and manage digital marketing activities	Exceptional identification and discussion of the issues which may prevent the implementation of a proposed system of provisions to monitor, measure and manage digital marketing activities with the integration of theory and the consideration of wider organisational issues	80	8
3b. Recommend solutions to overcome the potential problems identified with the implementation of a newly created system of provisions to measure, monitor and manage an organisation's digital marketing activities	Exceptional discussion recommended solutions to overcome the potential problems identified with the implementation of a newly created system of provisions to measure, monitor and manage an organisation's digital marketing activities with the integration of theory and evidence of wider reading and research	80	8
		Section 3 Total	16

What could be improved?

Contributes 20%

to final grade =

3.2

3a/b) Good some references to literature found outside the 'digital bubble' e.g. Kaplan and Norton (1993) and Colley (1961) however more could have been used to guide you in your discussion and decision making.

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Any extra general comments overall?
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Excellent context specific, well justified and generally well structured and written report. The level of analysis and synthesis of information is generally very high. The system in which you operate is complex and far reaching which in turn required you to convey complex and detailed information within an easy to digest matter. You have definitely improved your ability to communicate complex information since your last project and this skill will help you when you come to the M.Sc.'s dissertation component. Well done and good luck with the rest of the programme.
