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| **Assignment, Part 1 – Marking sheet**  **Strategic Marketing** | | | |
| **Group members names** | | | **Subjective comments** |
| Analysis | Suitable? Critically written | /5 | Environment  Competitor/threats  Customer  Company  Critical issues  KSF/Competitive strength grid  Recommendations |
|  | Well articulated?  Logically written | /5 | Can I understand it?  Do the parts fit together? |
| Presentation | Graphs + figures? | /2 | Is it understandable?  Are these explained? |
|  | Easy to follow? | /2 | Do I have to flip back and forth to understand what you are writing?  Do I have to re-read your writing because of language problems? |
| Referencing | Referencing style correct? Each mistake -.25 marks until 0 marks achieved. | /1.5 | Harvard. In-text and end-text. |
|  | Page numbers, headings, figure numbers, graph numbers, table numbers. (each missing -.25 marks until 0 marks) | /1.5 |  |
| Group | Reflection | /1.5  for each member | Attached at the end of document |
| Language + grammar + typos. | (each mistake -.25 marks until 0 marks achieved) | /1.5 |  |
| General comments (**this is feedback**)  Turn-it-in report? Yes/No | | | |