



EXAMINER'S REPORT

AUGUST 2001

STAGE 2 PROJECT

The project required candidates to analyse the Youth market for a selected product/market sector. The assignment required them to identify the key marketing activities undertaken by the players in their chosen market. A very diverse selection of product/market sectors were chosen ranging from cosmetics and fast food to electronic games and clothing. The better submissions showed evidence of extensive desk research and used the information to effectively outline the main marketing themes in their analysis. Sources were clearly acknowledged. However in a few cases there was little indication of any attempt to use available sources to access market information.

The second part of the project required the student to employ primary research methods to identify significant factors which influence buying behaviour. In some cases a number of research activities were designed and implemented to shed light on this area. There was a failure to acknowledge any limitations to the research in a few instances. The stronger submissions provided a detailed analysis of the data gathered. Weaker projects failed to provide the reader with any insight to the results of the study.

The final part of the brief required students to speculate on possible future marketing developments for their product/market sector. The better quality submissions devoted considerable effort to explaining the rationale and analysis behind their speculations.

On a general note sources of information should be clearly referenced. Students should consider the accuracy, objectivity and source of any information provided. The information should be provided in a professional, logical and well structured manner.