



## **EXAMINER'S REPORT**

**MAY 2001**

### **STAGE 4 PROJECT**

In general the projects received for this year's graduateship class were of an overall satisfactory standard. There was a pleasing number of As and Bs and the better projects described elegantly the extent to which marketing activity is enveloped in a company's overall corporate strategy. However, there were some problems that should be borne in mind for the future.

It is important for students to address the issue given to them. There were quite a number of cases where students simply wrote a history of the organisation, with little or no attempt to systematically address the link between marketing and corporate strategy. It is not necessary for students to reproduce organisational PR material unless this contributes to an enhanced understanding of the issue under investigation.

In quite a number of cases the treatment given to the contribution of other non-marketing functions to overall corporate strategy was weaker than might be expected. It was necessary in this project for the student, in a sense, to seat him/herself in the chair of the chief executive as well as the marketing manager/director.

One of the most significant problems was the abuse of previously published material. It is inappropriate for students to directly copy material from secondary sources without sufficient acknowledgement or referencing. This represents the passing off of the work of others as one's own. Plagiarism of this sort can expect to be discovered and attract the appropriate sanction.

The referencing style, where references were provided, was generally extremely poor and well below the standard that might be expected. Students should bear in mind that correct referencing is an integral part of academic work, and appropriate guidance should be given in this regard.