

MK3S03 Direct and Electronic Marketing

Student number
05135230

Assignment feedback 2007-2008

Choice of organisation similarities, differences: useful comparisons; originality of choice; suitability of choice

Very appropriate, good choice. Plenty to go at here

Organisation outline direct marketing, broader marketing, emarketing; contact methods, customer engagement/experience; attempts to understand, dialogue; leveraging value; long-term; personal involvement.

You tend to wisely stick to the observable elements, although you introduce outside analysis very effectively here too, explaining some of the differences and practices. Very effective identification of different tools and techniques and sound observation of what is happening, what they are doing to you

Analysis and explanation identifying differences; explaining differences; quality of analysis; suitable recommendations; background information used.

Very effective introspective analysis, where you get a lot out of noting and checking your own motivations. You learn a great deal from this process. Particularly good is the comparative analysis

Structure and communication language, accuracy; communication, structure; clarity; supporting materials; referencing (if appropriate)

Very well done – attractively laid out, well written. Good blend of theory (although kept to an appropriate level) and practice. Excellent

First marker: 85% Moderator: % External: %

Provisional grade: 85%