FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2019

ASSIGNMENT 2

Marketing and Brand Management

MBM712S
Course Name: Marketing and Brand Management
Course Code: MBM712S
Department: Marketing and Logistics
Course Duration: One Semester
NQF Level and Credit: NQF 7, Credits 12
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ASSIGNMENT FEEDBACK TUTORIAL LETTER
Dear Student

Assignment 2 has been marked and this serves as feedback on the assignment. I have included some basic feedback in your individual assignments and I hope that the answers in the memorandum available to all students and additional comments contained in this feedback letter will guide you through finding the correct solutions more easily in future assignments, tests and the examination questions.

Tutor/Marker

Instructions/Requirements for Assignments in the Tutorial Letter.

The instructions/requirements for the assignments were clearly understood. However it is important to repeat the following instructions due to their relevance to the assignment just completed. Please read, understand and apply them when answering your next assignment, test and examination questions.

• Please follow the instructions of the questions as failure to do so may result in penalties such as the deduction or capping of marks.

• You must ensure that the assignment is free of typographical spelling and grammatical errors.

• Your assignments must show evidence that you covered the prescribed and recommended readings and that you understand the concepts.
• Make sure all sources used are cited and for internet sources provide links and appropriate references. You can paraphrase and source, but if you copy pieces then these must be in quotation marks and sourced. The Namibia University of Science and Technology uses the APA referencing style and you are encouraged to use it in all your work.

**Evaluation Criteria**

Finally you need to take care of the following issues emanating from the assignments which have been evaluated:

1. Quote or use definitions from your prescribed and recommended texts plus other authoritative sources as much as possible especially in assignments,

2. Use examples in context as much as you can

3. Use illustrations in context as much as you can

4. Show appreciation of application of the principles by summarising the ‘process’ and showing your understanding in doing so.

5. Write appropriate conclusions and recommendations where necessary,

6. Answer the right assignment,

7. Technical Care
   - General impression: neatness; paragraphing
   - Title
   - Content list: short, simple, appropriate and numbered item headings
Numbering system: text according to content list; all headings numbered, use of tables etc

Sources: all used/referred to, continuous citation, reference

Grammar: language, tenses, spelling, missing words

Own words

List of sources: Use APA referencing system in the case of assignments

All your assignments must be typed.

Markers General Comments

1. Students on the whole did very well with most getting above 80%. The highest scoring student getting 92%-well done.

2. Students are encouraged to read widely and show interest in the subject.

3. Students should desist from extracting answers from the internet or Study Guide without acknowledgement or without referencing.

4. Students who did not do well largely failed to understand the question or submitted the wrong assignment in the case of the student who got a zero!

5. Some answers were too short resulting in the student loosing marks for insufficient/inadequate answer.

Best Wishes
MARKETING AND BRAND MANAGEMENT

COURSE CODE: MBM712S

Tutor

END OF FEEDBACK TUTORIAL LETTER