**ASSIGNMENT BRIEF**

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| Module title | International Organisational Branding | |
| Module code | BUS7C3 | |
| Module leader | Esnart Tayali | |
| Assessment title | Portfolio – A Critical Evaluation of the Value of Branding within International Organisations | |
| Launch date | **16/06/2025** | |
| Submission deadline | **19/09/2025** | |
| Expected date for return of marks and feedback | Written feedback via Turnitin within 3 weeks of the submission date.  **10/10/2025** | |
| Module outcomes assessed | 1. Critically discuss how branding is defined and positioned to add value to organisations. 2. Utilising contemporary literature, undertake a critical analysis of branding across a variety of different organisational strategies (e.g., marketing, HR). 3. Synthesise the global challenges and drivers that can impact negatively on branding across functions and formulate ways in which businesses can overcome these challenges through effective branding and brand management. 4. Critically discuss the relationship between branding and commercial drive, and people and customer-focused practices within national and international organisations. 5. Critically evaluate key insights into the effectiveness and improvement of branding within an international context. | |
| Assessment weighting | 100% | |
| Word count (if relevant) | 4,000 (+/- 10%) | |
| Assessment task details - provide a description of the task | | |
| You are required to present a portfolio of evidence generated through tutorial activities, class-based work and independent studies, culminating in a written strategic white paper.  The portfolio will demonstrate your academic skills, data collection and analysis, academic and business research skills, performed both inside and outside of the classroom. Each piece of evidence will contribute towards your final portfolio, and tasks will be explained during the session.  All elements of this portfolio must be written from an academic perspective and must evidence critical analysis, with a range of academic texts – following Wrexham University’s Harvard referencing guide - used to support your discussion and findings. Your portfolio submissions will include:   1. Title page with names and portfolio objective (assignment title) 2. Contents page 3. VLOG (supports LOs 1and 2) **20%** 4. Branded Social Media Campaign applying branding techniques (supports LO4) **20%** 5. Strategic White Paper including relevant data analysis (supports LOs 1,2, 3, 4, 5) **40%** 6. Critical personal reflection from each group member, with a focus on where and how you would apply this learning in work context (supports LOs 1,2, 3,4, 5) **20%**   **Total marks 100**  **The VLOG must be submitted on the Panopto submission point on Moodle.**  **The portfolio must be submitted as one document on the Turnitin submission point on Moodle, you will need to include the link to the VLOG and any notes you used for the VLOG.**  **Assignment Brief Guidelines**  A portfolio assignment must include the following:  Title page  Student Name and Number  List of contents  Confirmed assignments which demonstrate learned experiences, contrast, and comparison against the learning outcomes for the module.  Reflective essay/practice  Any notes that you have produced as part of this assignment which demonstrate your learning journey.  Your portfolio assignment for BUS7C3 consists of the following:   * VLOG * Branded Social Media Campaign * Strategic White Paper * A critical personal reflection   The total word count of your portfolio is 4,000 words. As your VLOG and social media campaign will not contain a lot of words, most of your word count will be made up of your written report and personal reflection. As each member of the group must provide a critical reflection which altogether is worth 20 marks, I would suggest you provide a minimum of 1,200 words for your reflection and 2,000 words for your strategic white paper. The remaining 800 words would be applied to your poster presentation and advert. Remember – your poster presentation and advert are mainly visual pieces of work.   * In-text references and the reference list **do not** count towards your assignment word count. * Title pages and content pages **do not** count towards your assignment word count.   **Your Portfolio contains the following pieces of work.**  **+**  **+**  **+**  Critical Personal Reflection  VLOG  Strategic White Paper  Branded Social Media Campaign  **VLOG - Develop a critical overview of how employer branding can advance an organisation’s competitive advantage?**  You are required to record and present a 5–7-minute VLOG where you critically discuss how employer branding contributes to an organisation’s competitive advantage. This will test your ability to define, position, and critically discuss branding in relation to one of the following themes: **reward, recruitment, retention, or conduct.**  Your VLOG should:   * Clearly explain what employer branding is and how it creates competitive advantage. * Focus on one theme (e.g., recruitment) and explore how employer branding strengthens it. * Provide a well-structured argument supported by theory, research, and examples (without aligning to a specific company). * Demonstrate a critical perspective by discussing both benefits and challenges. * Engage your audience with clear visuals, confident delivery, and structured content.   This task will test the following learning outcomes;  *LO1&2 - Critically discuss how branding is defined and positioned to add value to organisations. Utilising contemporary literature, undertake a critical analysis of branding across a variety of different organisational strategies (e.g., marketing, HR).*  **Branded Social Media Campaign**  Create a branded social media campaign that highlights how branding drives commercial success and enhances customer engagement. This campaign will consist of a short carousel of images, a written social media post, and a strategic justification report. Through this work, you will demonstrate the relationship between branding, commercial performance, and customer-focused practices. This piece of work will test the following learning outcome:  *Critically discuss the relationship between branding and commercial drive, and people and customer-focused practices within national and international organisations*  **White Paper – including relevant data analysis**  **This is a strategic white paper on international organisational branding – the corporate tool used as a promotional tool by means of advertising and unique design – what is it, what it means, what it does. Do not write a strategic white paper on a company brand - you will not pass the assignment.**  Produce a Strategic White Paper that critically evaluates the value of branding within international organisations. This white paper will offer data-driven insights, incorporate contemporary literature, and provide strategic recommendations for branding effectiveness.  This industry-style document will reflect the kind of critical branding analysis expected in corporate strategy, consulting, and marketing roles.  **Title:**  **“The Strategic Value of Branding in International Organisations: Critical Insights and Future Directions”**  You will present a critical report which demonstrates your knowledge, learning and application against the following outcomes:   1. Critically discuss how branding is defined and positioned to add value to organisations. 2. Utilising contemporary literature, undertake a critical analysis of branding across a variety of different organisational strategies (e.g., marketing, HR). 3. Synthesise the global challenges and drivers that can impact negatively on branding across functions and formulate ways in which businesses can overcome these challenges through effective branding and brand management. 4. Critically discuss the relationship between branding and commercial drive, and people and customer-focused practices within national and international organisations. 5. Critically evaluate key insights into the effectiveness and improvement of branding within an international context.   **All elements of the report must demonstrate wider academic reading, and use of a variety of academic texts.**  **Critical Personal Reflection**  This is the final piece of work for your portfolio, which I recommend completing towards the end of the module, but ahead of the submission date. You are required to present a reflective account of what you have done, how you have done it, what you have learned from completing this assignment, and explain how you will apply it in a business context. You will need to use a reflective model for this.  **Portfolio Structure Guide**  **Task 1 - VLOG Structure & Content Guidelines:**  **Introduction (1 minute)**   * Introduce yourself and the topic. * Briefly define employer branding and its importance in today's business environment. * State your chosen theme (e.g., retention) and how employer branding influences it.   **Main Discussion (4–5 minutes)**   * Explain the relationship between employer branding and your chosen theme. * Use relevant theories, models, and research to support your discussion. * Provide examples of how organisations apply employer branding strategies in your chosen theme. * Highlight potential challenges or limitations of employer branding in this context.   **Conclusion (1 minute)**   * Summarise key points. * Reinforce the importance of employer branding for competitive advantage. * Provide a final thought or recommendation for businesses.   **VLOG Production & Submission Requirements:**   * Format: 5–7-minute video (Panopto or MP4. * Delivery: Ensure clear communication, good pacing, and professional tone. * Visuals: You may use slides, graphics, or infographics to enhance engagement. * Citations: Reference key theories and sources on-screen or in a separate bibliography. * Submission: Upload your VLOG file to the Panopto submission point on Moodle by the deadline.   **Task 2 - Branded Social Media Campaign**  **Branded Promotional Visual Post (Core Deliverable)**   * Create a carousel of 3-5 branded social media images (e.g., Instagram slides, LinkedIn post, Facebook or X). * The campaign should showcase how branding influences commercial drive and customer engagement. * It should reflect a strong brand identity, clear messaging, and a customer-focused approach.   **Social Media Caption & Call-to-Action (CTA)**   * Write a social media post (150-200 words) that would accompany your advert.   The caption should:   * Communicate the brand’s value proposition. * Engage customers through an effective CTA (e.g., shop now, learn more, sign up). * Use a tone that aligns with the brand identity.   **Strategic Justification Report (750 words)**   * Provide a critical analysis of your campaign, linking it to branding theories and commercial strategy.   Discuss:   * How branding influences commercial performance. * The customer-focused principles integrated into your campaign. * Real-world examples of brands successfully using similar strategies. * National vs. international branding considerations (if relevant).   **Task 3 - Strategic White Paper: The Value of Branding in International Organisations**  **Executive Summary (150-200 words)**   * Provide a concise overview of the white paper. * Summarise the importance of branding in international organisations. * Highlight key findings, challenges, and recommendations.   **Tip:** This section should be written last to ensure it accurately reflects the content of the report.  **Introduction (200-250 words)**   * Define branding in an international organisational context. * Explain branding’s strategic role beyond marketing (e.g., HR, reputation, corporate identity). * Outline the key themes explored in the white paper. * State the importance of data-driven insights and contemporary research in branding analysis.   **Learning Outcome Addressed** **LO1:** Branding’s value in organisations.  **Tip:** Keep it engaging and to the point.  **The Strategic Importance of Branding (400-500 words)**   * Explain why branding is a crucial asset in international organisations. * Explore its impact on:  1. **Market Differentiation** – How branding helps companies stand out. 2. **Customer Loyalty & Trust** – The role of brand perception in consumer decisions. 3. **Employer Branding & HR** – How strong branding attracts and retains talent.  * Use academic theories and real-world examples to support arguments.   **Learning Outcomes Addressed** **LO1 & LO2:** Branding’s role in business functions (marketing, HR, etc.).  **Tip:** Incorporate at least three relevant branding theories (e.g., Keller’s Brand Equity Model, Aaker’s Brand Identity Model).  **Global Challenges in Branding (400-500 words)**   * Identify major challenges that impact branding in international organisations:  1. **Cultural Differences** – Adapting branding across diverse markets. 2. **Digital & Social Media Evolution** – Managing brand reputation online. 3. **Ethical Branding & CSR** – The rise of sustainability-driven branding.  * Provide data-driven insights and case study examples. * Suggest solutions for overcoming these challenges.   **Learning Outcomes Addressed** **LO3:** Global challenges and solutions in branding.  **Tip:** Use data, industry reports, and academic references to reinforce your arguments.  **Branding, Commercial Performance & Customer Focus (400-500 words)**   * Explain **how branding contributes to financial success**:  1. **Revenue Growth & Market Share** – The role of branding in increasing profitability. 2. **Customer Engagement & Brand Loyalty** – How effective branding builds relationships.  * Provide real-world examples of brands that successfully balance commercial success and customer-centric strategies.   **Learning Outcomes Addressed** **LO4:** The relationship between branding, commercial drive, and customer engagement.  **Tip:** Discuss brands that have excelled or failed due to branding strategies.  **Future Trends & Strategic Recommendations (300-400 words)**   * Discuss emerging branding trends that will shape the future:  1. **AI-Powered Branding & Personalisation** 2. **Sustainability & Ethical Consumerism** 3. **Authenticity & Transparency in Branding**  * Provide three key strategic recommendations for international organisations.   **Learning Outcomes Addressed** **LO5:** Evaluating the future of branding in an international context.  **Tip:** Ensure your recommendations are practical, supported by research, and forward-thinking.  **Conclusion (150-200 words)**   * Summarise the key takeaways. * Reinforce branding’s importance in international organisations. * Highlight challenges and opportunities for future branding strategies.   **Tip:** Do **not** introduce new arguments—focus on synthesising your discussion.  **References (Wrexham University Harvard Style)**   * Use a mix of academic journal articles, books, and industry reports. * Ensure proper in-text citations throughout the paper.   **Tip:** Aim for quality over quantity—rely on well-researched sources.  **Requirements**   * **Word Count**: 2,000 words max * **Format**: Professional White Paper (Word) * **Structure**: Headings, subheadings, visuals where relevant * **Deadline**: As per portfolio submission guidelines   Following this comprehensive structure ensures a critical, data-driven, and well-supported white paper.  **Task 4 - Critical Personal Reflection (1200 words) LO 1,2,3,4&5**  **Using a Reflective Model**  You should structure your reflection using a recognised reflective model such as:   * Gibbs’ Reflective Cycle (Description, Feelings, Evaluation, Analysis, Conclusion, Action Plan) * Kolb’s Experiential Learning Cycle (Concrete Experience, Reflective Observation, Abstract Conceptualisation, Active Experimentation)   **Reflecting on the Learning Experience**  Students should provide an individual reflective account of their experience completing this portfolio. This section should include:   * What was learned: Key insights and knowledge gained from the research and writing process. * How it was applied: Discussion of methods used to analyse branding from an international perspective. * Challenges faced: Difficulties encountered in the research and writing process, and how they were overcome. * Future application: How this learning will be applied in a professional business context.   **Justification of Approach**  You will also need to include a justification why you took a specific approach in your portfolio development. Considerations may include:   * Why certain branding theories and models were chosen * The rationale behind selected case studies and data sources * How the structure of the report aligns with academic and industry expectations | | |
| Submission instructions - What should be the format of the submission? / Where should it be submitted? | | |
| A single Word document **only (not PDF),** Arial Font size 12, 1.5 line spacing, containing all your tasks for this assignment and a reference list.  Templates are provided with this brief, module handbook and on the module Moodle space under Assessment and Feedback, which must be followed. Please submit online via the appropriate Panopto submission point (VLOG) and Turnitin Submission (Portfolio) on the module Moodle space. | | |
| Hints and tips | | |
| Your white paper should follow the template provided with this brief, in your module handbook as well as on the module space. In the data analysis section make sure to describe with sufficient detail the statistical methods used. You must analyse and clearly present the data using any of the statistical methods learnt in the first term, showing your understanding of why and how to use them.  All submitted work is expected to observe academic standards in terms of referencing, academic writing, use of language etc. Failure to adhere to these instructions may result in your work being awarded a lower grade than it would otherwise deserve.  All submitted work must be correctly referenced following Wrexham University’s Harvard Referencing. Any work that is not correctly referenced may be subject to the University’s Academic Integrity procedure. Please talk to your module leader or book an appointment with the Academic Skills Team if you are uncertain about how to reference. | | |
| Marking and moderation | | |
| All assignments will be marked by the Module leader, unless advised otherwise. Second marking will be undertaken by a lecturer within the North Wales Business School and externally to quality requirements. | | |
| Employability Skills Applied | | |
| On successful completion of this module, a student will have had opportunities to demonstrate achievement of the following Employability Skills.  *Tick all that apply.* | | |
| **CORE ATTRIBUTES** | | | |
| Engaged | | | x |
| Creative | | | x |
| Enterprising | | | x |
| Ethical | | | x |
| **KEY ATTITUDES** | | | |
| Commitment | | | x |
| Curiosity | | | x |
| Resilient | | |  |
| Confidence | | | x |
| Adaptability | | | x |
| **PRACTICAL SKILLSETS** | | | |
| Digital fluency | | | x |
| Organisation | | | x |
| Leadership and team working | | | x |
| Critical thinking | | | x |
| Emotional intelligence | | |  |
| Communication | | | x |

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| Marking criteria |
| |  |  | | --- | --- | | *Assessment Criteria* | *Marks Available* | | Critically discuss how branding is defined and positioned to add value to organisations. Utilising contemporary literature, undertake a critical analysis of branding across a variety of different organisational strategies (e.g., marketing, HR).  Measured by:  *VLOG*  *Strong academic and industry insights into employer branding and its role in competitive advantage.*  *Clear, professional, and engaging delivery. Effectively conveys insights in an accessible format.*  *Provides real-world examples of employer branding strategies that enhance organisational success.*  *Well-structured vlog with effective use of visuals and supporting content.*  *Cites relevant literature and industry sources to support key points.* | 20 | | Critically discuss the relationship between branding and commercial drive, and people and customer-focused practices within national and international organisations  Measured by:  *Branded Social Media Campaign*  *Demonstration a strong link between branding and key commercial drivers (e.g., customer trust, brand loyalty, financial growth.*  *Highlights customer engagement strategies (e.g., emotional branding, brand storytelling, customer experience).*  *The campaign is professionally designed, logically structured, and effectively communicates branding impact.* | 20 | | Critically discuss how branding is defined and positioned to add value to organisations. Utilising contemporary literature, undertake a critical analysis of branding across a variety of different organisational strategies (e.g., marketing, HR). Synthesise the global challenges and drivers that can impact negatively on branding across functions and formulate ways in which businesses can overcome these challenges through effective branding and brand management. Critically discuss the relationship between branding and commercial drive, and people and customer-focused practices within national and international organisations. Critically evaluate key insights into the effectiveness and improvement of branding within an international context.  Measured by:  *Strategic White Paper: The Value of Branding in International Organisations.*  *Demonstration of a deep and well-researched understanding of branding as a strategic asset. Exploring its role in value creation and positioning within international organisations.*  *Effectively utilises up-to-date academic and industry sources. Engaging with key theories, frameworks, and case studies.*  *Identifying key risks (e.g., cultural misalignment, digital disruption, reputational issues). Proposing viable, well-supported strategies to navigate these challenges.*  *Critically assessing how branding drives financial success, customer loyalty, and market differentiation.*  *Providing well-structured insights into branding innovations, such as AI, sustainability, and hyper-personalisation. Recommendations are clear, justified, and applicable.* | 40 | | Present a reflective account of what you have done, how you have done it, what you have learned from completing this assignment, and explain how you will apply it in a business context.  Measured by:  *Application of a recognised reflective model (e.g., Gibbs, Kolb) to analyse learning experience and personal growth.*  *Explanation of specific approaches were taken in creating portfolio pieces. Links decisions to branding theory and industry relevance.*  *Demonstration of critical thinking about learning experiences, challenges faced, and professional development.*  *Reflection on justification of study.* | 20 | |

**MARKING RUBRIC**

**PG PROGRAMMES**

MBA

MSc

MA HRM

ONLINE MBA

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| **Grade Boundaries**  **%**  **Criteria/Learning outcomes** | 0 | 1-29% | 30-39% | 40 – 49% | 50 – 59% | 60 – 69% | 70 – 79% | 80 – 89% | 90-100% | **Total** |
| N.S | Unsatisfactory | Minimum | Satisfactory | Fairly good | Good | Excellent | Exceptional | Outstanding |
| **Criteria 1:** |  | Does not meet the learning outcome and criteria to pass the assignment | Minimum understanding and knowledge of key ideas in **the topic area.** Lacks systematic, in depth engagement with key concepts. | Satisfactory understanding and knowledge of key ideas in  **the topic area.** Satisfactory systematic, in depth engagement with key concepts. | Fairly good understanding and knowledge of key ideas in  **the topic area.** Fairly good systematic, in depth engagement with key concepts. | Good understanding and knowledge of key ideas in  **the topic area.** Good systematic, in depth engagement with key concepts. | Excellent understanding and knowledge of key ideas in **the topic area.** Excellent systematic, in depth engagement with key concepts. | Exceptional understanding and knowledge of key ideas in  **the topic area.** Exceptional systematic, in depth engagement with key concepts. | Outstanding understanding and knowledge of key ideas in  **the topic area.** Outstanding systematic, in depth engagement with key concepts. |  |
| **Criteria 2:** |  | Does not meet the learning outcome and criteria to pass the assignment | Minimum analysis, enquiry, and critical evaluation. Arguments are poorly developed with minimum support from research to make judgements or find solutions. Ideas are poorly communicated. | Satisfactory analysis, enquiry, and critical evaluation. Arguments are satisfactorily developed with satisfactory support from research to make judgements or find solutions.  Ideas are satisfactorily communicated. | Fairly good analysis, enquiry, and critical evaluation. Development of arguments is fairly good with fairly good support from research, to make judgements or find solutions.  Communication of ideas is fairly good. | Good analysis, enquiry, and critical evaluation. Development of arguments is good with good support from research, judgements or find solutions.  Communication of ideas is good. | Excellent analysis, enquiry, and critical evaluation. Development of arguments is excellent with excellent support from research to make judgements or find solutions. Communication of ideas is excellent. | Exceptional analysis, enquiry, and critical evaluation. Development of arguments is exceptional with exceptional support from research to make judgements or find solutions. Communication of ideas is exceptional. | Outstanding analysis, enquiry, and critical evaluation. Development of arguments is outstanding with outstanding support from research to make judgements or find solutions. Communication of ideas is outstanding. |  |
| **Criteria 3:** |  | Inadequate or incomplete | Written to a poor standard, poor English, and Grammar. | Satisfactory attempt to construct a fluent and coherent argument. Spelling mistakes and grammatical errors present. Accurate and written to a satisfactory standard | Fairly good attempt to construct a fluent and coherent argument. Legible and carefully proofread. Spelling mistakes and grammatical errors non-existent). Accurate and written to an adequate standard | Good attempt to construct a fluent and coherent argument. Legible and carefully proofread Spelling mistakes and grammatical errors non-existent. Accurate and written to a very good standard | Power and persuasive conclusion made, based upon the analysis/evaluation presented.  Spelling mistakes and grammatical errors non-existent. Accurate and written to a very excellent standard | Exceptionally powerful and persuasive conclusion made, based upon the analysis/evaluation presented.  Spelling mistakes and grammatical errors non-existent. Accurate and written to a very exceptional standard | Outstanding, original, and persuasive conclusion made, based upon the analysis/evaluation presented. Spelling mistakes and grammatical errors non-existent. Accurate and written to an outstanding standard |  |
| **Criteria 4:** |  | Inadequate or incomplete | No references in text with errors in text and list of sources and/oronly websites used. | Many omissions of references and format errors in text with omissions and format errors on list of sources. | Occasional omission of reference in text with some format errors in text and list of sources. Limited range of source material. | Good range of source material. All sources acknowledged in text with minor format error in text or list of sources. | Broad range of source material. All sources acknowledged in text and appropriately referenced in line with LBS Harvard referencing. | Exceptional range of source material. All sources acknowledged in text and appropriately referenced in line with LBS Harvard referencing. | Outstanding range of current and field leading source material. All sources acknowledged in text and appropriately referenced in line with LBS Harvard referencing. |  |
| *All marks/grades remain indicative until they have been considered and confirmed by the Assessment Board-* ***Total*** | | | | | | | | | |  |

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|  | % | **Level 7 Generic Marking Criteria** |
| Distinction | 90-100 | **Outstanding:**  Outstanding systematic understanding of knowledge and critical awareness of current problems and/or new insights, informed by the forefront of the academic discipline, field of study or area of professional practice. The work demonstrates an outstanding knowledge of techniques applicable to research and advanced scholarship. Application of knowledge is original with outstanding practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject discipline.  Work evidences outstanding critical evaluation of current research, advanced scholarship and methodologies to propose new hypotheses if appropriate. There is evidence of outstanding systematic and creative management of complex issues to make sound judgements in the absence of complete data. Outstanding communication of conclusions to specialist and non-specialist audiences.  Outstanding self-direction and originality in tackling and solving problems with evidence of an outstanding ability to advance personal knowledge and understanding and to develop new skills at a high level.  An outstanding display of the qualities and transferable skills needed for employment that require initiative and personal responsibility, complex decision-making and independent learning for continued professional development. |
| 80-90 | **Exceptional:** In most areas, the qualities required for the grade above are displayed, though there may be negligible errors. |
| 70-79 | **Excellent:** In most areas, the qualities required for the grade above are displayed. There may be negligible errors and some minor inaccuracies/omissions. |
| Pass | 60-69 | **Very Good:** Very good systematic understanding of knowledge and critical awareness of current problems and/or new insights, informed by the forefront of the academic discipline, field of study or area of professional practice. The work demonstrates a very good knowledge of techniques applicable to research and advanced scholarship. Application of knowledge is original with very good practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject discipline.  Work evidences very good critical evaluation of current research, advanced scholarship and methodologies to propose new hypotheses if appropriate. There is evidence of very good systematic and creative management of complex issues to make sound judgements in the absence of complete data. Very good communication of conclusions to specialist and non-specialist audiences.  Very good self-direction and originality in tackling and solving problems with evidence of a very good ability to advance personal knowledge and understanding and to develop new skills at a high level.  A very good display of the qualities and transferable skills needed for employment that require initiative and personal responsibility, complex decision-making and independent learning for continued professional development. |
| 50-59 | **Fairly Good:** Fairly good systematic understanding of knowledge and critical awareness of current problems and/or new insights, informed by the forefront of the academic discipline, field of study or area of professional practice. The work demonstrates a fairly good knowledge of techniques applicable to research and advanced scholarship. Application of knowledge is original with fairly good practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject discipline.  Work evidences fairly good critical evaluation of current research, advanced scholarship and methodologies to propose new hypotheses if appropriate. There is evidence of fairly good systematic and creative management of complex issues to make sound judgements in the absence of complete data. Fairly good communication of conclusions to specialist and non-specialist audiences.  Fairly good self-direction and originality in tackling and solving problems with evidence of a fairly good ability to advance personal knowledge and understanding and to develop new skills at a high level.  A fairly good display of the qualities and transferable skills needed for employment that require initiative and personal responsibility, complex decision-making and independent learning for continued professional development. |
| 40-49 | **Satisfactory:** Satisfactory systematic understanding of knowledge and critical awareness of current problems and/or new insights, informed by the forefront of the academic discipline, field of study or area of professional practice. The work demonstrates a satisfactory knowledge of techniques applicable to research and advanced scholarship. Application of knowledge is original with satisfactory practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject discipline.  Work evidences satisfactory critical evaluation of current research, advanced scholarship and methodologies to propose new hypotheses if appropriate. There is evidence of satisfactory systematic and creative management of complex issues to make sound judgements in the absence of complete data. Satisfactory communication of conclusions to specialist and non-specialist audiences.  Satisfactory self-direction and originality in tackling and solving problems with evidence of a satisfactory ability to advance personal knowledge and understanding and to develop new skills at a high level.  A satisfactory display of the qualities and transferable skills needed for employment that require initiative and personal responsibility, complex decision-making and independent learning for continued professional development. |
| Refer/Fail | 35-39 | **Marginal Refer/Fail:** Some systematic understanding of knowledge and critical awareness of current problems and/or new insights, informed by the forefront of the academic discipline, field of study or area of professional practice. The work demonstrates some knowledge of techniques applicable to research and advanced scholarship. Application of knowledge is original with some practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject discipline.  Work evidences limited critical evaluation of current research, advanced scholarship and methodologies to propose new hypotheses if appropriate. There is some evidence of systematic and creative management of complex issues to make sound judgements in the absence of complete data. Limited communication of conclusions to specialist and non-specialist audiences.  Some self-direction and originality in tackling and solving problems with evidence of a limited ability to advance personal knowledge and understanding and to develop new skills at a high level.  A limited display of the qualities and transferable skills needed for employment that require initiative and personal responsibility, complex decision-making and independent learning for continued professional development.(*Compensation is possible within regulations of board for undergraduate & postgraduate level*). |
| 30-34 | **Refer/Fail:** Minimal systematic understanding of knowledge and critical awareness of current problems and/or new insights, informed by the forefront of the academic discipline, field of study or area of professional practice. The work demonstrates minimal knowledge of techniques applicable to research and advanced scholarship. Application of knowledge is original with minimal practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject discipline.  Work evidences minimal critical evaluation of current research, advanced scholarship and methodologies to propose new hypotheses if appropriate. Evidence of systematic and creative management of complex issues to make sound judgements in the absence of complete data is lacking. Limited communication of conclusions to specialist and non-specialist audiences.  Minimal self-direction and originality in tackling and solving problems with evidence of a limited ability to advance personal knowledge and understanding and to develop new skills at a high level.  Minimal display of the qualities and transferable skills needed for employment that require initiative and personal responsibility, complex decision-making and independent learning for continued professional development. |
| 1-29 | **Clear Refer/Fail:** Unsatisfactory systematic understanding of knowledge and critical awareness of current problems and/or new insights, informed by the forefront of the academic discipline, field of study or area of professional practice. The work lacks knowledge of techniques applicable to research and advanced scholarship. Application of knowledge is unoriginal without practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject discipline.  Work lacks critical evaluation of current research, advanced scholarship and methodologies to propose new hypotheses if appropriate. Evidence of systematic and creative management of complex issues to make sound judgements in the absence of complete data is insufficient. Poor communication of conclusions to specialist and non-specialist audiences.  Inadequate self-direction and originality in tackling and solving problems with little to no ability to advance personal knowledge and understanding and to develop new skills at a high level.  Work does not display the qualities and transferable skills needed for employment that require initiative and personal responsibility, complex decision-making and independent learning for continued professional development. |
|  | 0 | **Refer/Fail:** Non-submission |