marking rubric

1. Customer lifecycle analysis for travel agency [15 marks]: The customer lifecycle for travel agency is comprehensively analysed. All five phases of the lifecycle are included in the analysis. Analysis of each phase is clearly linked to the travel agency. There might be some weakness in one of the phases.

2. Types of customer engagement and recommendation [15 marks] : Four types of customer engagement are comprehensively reviewed. A review of each type includes positive and negative points in different situations of travel agency customers. The most suitable types of customer engagement are recommended based on the review. There might be some weakness in the review of one type.

3. Examine competitor website[ 3 competitors website x 5 marks each = Total 15]: A competitor website features (minimum 2) based on customer engagement are comprehensively examined. Possible benefits and drawbacks of each feature of the travel agency are included.

4. Select CRM and provide the reasons for selection[15 marks] : CRM is appropriately selected. Relevant reasons for selection are given. Reasons are based on the customer lifecycle of the travel agency, CRM selection criteria and future development. There might be some weakness in one of the reasons given.

5. Web Development Process[10 marks] : Web development process is comprehensively discussed. All the steps of the development process are included in the discussion with clear links to the travel agency. There might be some weakness in one of the steps.

6. Web development patterns[5 marks]: Web development patterns are appropriately selected for this development. Relevant reasons (minimum 2) for the selection of patterns are given.

7. Web development framework[5 marks]: Web development framework is appropriately selected for this development. Relevant reasons (minimum 2) for the selection of the framework are given.

8. Web development methodology[10 marks] : Web development methodology is appropriately selected for this development. Relevant reasons (minimum 4) for the selection of the methodology are given. There might be some weakness in one of the reasons.

9. Format and References[10 marks] : A minimum of 15 sources are integrated appropriately in both in-text and in the reference list, using APA 7th edition. A high standard of grammar and academic writing are evident throughout. The proposal uses appropriate headings and is clearly and consistently formatted. A table of contents is given.