Table 1. Coursework Assessment Criteria and Feedforward – Individual Assignments

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| **Marking Criteria** | ***Feedforward* is provided here to help you apply these abstract criteria to this specific piece of coursework.**  ***Feedback* will be provided against each criterion.** |
| **Argument, understanding and analysis**  E.g. Relevance to set question, understanding of the issues, appropriate criticism, balance of the arguments, pertinent analysis, quality of conclusions. | Excellent work will demonstrate careful organisation in order to convey a wealth of information and accurate analysis concisely within the restrictive word limit. Argument will demonstrate critical thinking and original perspectives / insights and will focus on evaluation rather than mere (or lengthy) description of the RTM. It will ealuate and analyse how features of the RTM contribute to value creation.  This work will explicitly use models and theories from the module to demonstrate understanding and these are likely to form the basis for your graphics. Furthermore, excellent work will include aspects from across the module, tracing the product from its origins through to at least the shopping basket.  The RTM presented should demonstrate detailed sector understanding with a critical approach to analysis of value added and/or destroyed.  **Work which uses an essay style of argument, for example starting with a definition of what a RTM is, is UNLIKELY to be judged as good work – you do not have sufficient word count to then provide a good explanation of the particular RTM. Make sure you use and apply theory, rather than discuss it.** |
| **Sources and evidence**  E.g. Use of relevant theory/data, accurate referencing, suitable bibliography. | Excellent work will demonstrate thorough research and engagement with, a range of relevant and quality sources of information. These might include news reports, industry media, consultancy whitepapers – and **critical** use of the company website. This will also demonstrate effective use of thoughtful reading beyond the lecture content.  Excellent work will also demonstrate that sources have been analysed in a critical fashion with regards to their authenticity, reliability and accuracy. The range of sources used will allow you to do this – and especially think critically about what is presented on company websites.  Referencing can be a challenge for certain formats, but is required, and should be Harvard style, accurate, consistent and demonstrate use of appropriate sources. Where references can’t be applied within the project, they should be supplied as an additional sheet which is attached.  **Work that relies very heavily and uncritically on the company website – or on ‘case studies’ published on the internet or elsewhere, is UNLIKELY to show the level of criticality and use of mixed sources that is associated with good work.** |
| **Written communication**  E.g. Format and structure, clarity of communication, appropriate illustrations, creativity/originality. | Because of the flexibility with regards to format, there is no standard set of feedforward criteria, but there are common elements which will be shared by all excellent work.  The format of the coursework will be consistent in some way with the product chosen, and effective within its own criteria – i.e. if the format is quirky, it reflects some aspect of ‘quirkiness’ in the product, and is effectively quirky! Likewise, where the chosen format is a professional-style report, then this should be professionally formatted throughout.  Creativity and originality will be evident, but these can just as easily be through the selection and clarity of data presentation, as through use of a ‘creative’ format. In particular, excellent work will include original data presentation rather than graphs/tables/charts that have been copied from another source. Critically, excellent work will present a coherent and compelling narrative throughout.  Written communication should be clear and concise, without explicit attempts to exceed the word limit through use of overly wordy tables or graphics. |

**Ethical considerations**

Ethics in RTM is a part of the module topics. ***Where your product has a clear ethical dimension*** – for example, where this has been discussed in the media or where a company makes explicitly ethical claims on its website, excellent work will consider those ethical claims.