

# BEMM463J

N/A

Marketing Analytics (A, TERM3 2021/2)

**Cover Sheet ID:** 1075536

**Student Code:** 720005065

**Coursework:** Marketing Toolkit

**Submission Deadline:** Fri 15th Jul 2022 12:00

**Personal tutor:** Dr Justin Tumlinson

## Criteria:

The criteria and hence the grades given below are not necessarily equally weighted contributions to the final mark; the grades are only for the guidance of the student. All marks for summative assessments are provisional until confirmed by the Board of Examiners.

**Adherence to assignment  
brief/question**

N/A

**Knowledge and understanding of subject**

N/A

**Analysis, argument  
and conclusions**

N/A

**Use of academic literature and  
other sources**

N/A

**Style, presentation and  
referencing**

N/A

## Comments and recommendations for improvement:

Including areas in which you have performed well, areas in which there is the potential for improvement and general feedback from the markers.

The general layout of your report is effective and, thanks to its nice design, is able to convey your thoughts smoothly. The different figures embedded help the reader to properly understand all the elements of the toolkit. Also, the plots are sensible and explicative. The analytical details given are more than acceptable

## Agreed Mark:

IMPORTANT: This feedback sheet is for student guidance only, and therefore the mark is subject to the approval of the Board of Examiners.

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