
Coursework commentary 2018–2019

CO3323 Electronic commerce

Coursework assignment 2

General remarks

The overall standard of performance on the coursework assignments for CO3323 was satisfactory. However, there are a number of important criteria that students are failing to pay sufficient attention to when addressing this coursework.

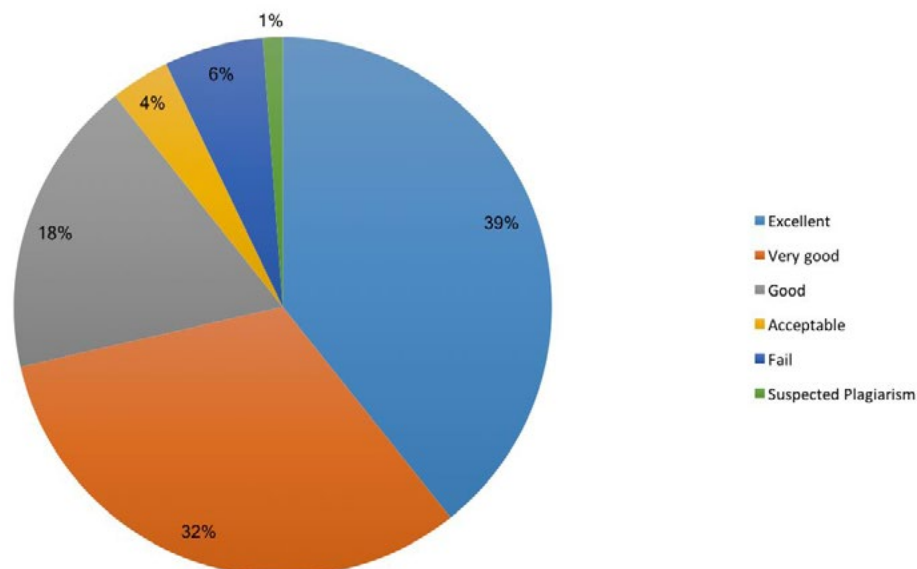
You are reminded to put the number of words at the beginning of the coursework assignment.

You are also reminded that it is important to show citations within the main text of your report. If an idea is not your own, you need to credit the work from which it is taken (you can find [advice on academic writing](#) on the VLE).

Presentation of your work should also receive attention. You are encouraged to make your work look like something that you are proud of. The examiners encourage you to produce a well laid out, grammatically correct and spell-checked coursework assignment.

See 2018–2019 cohort mark distribution for CO3323 CW2 below:

CO3323 CW2 Cohort mark distribution 2018-19



Comments on specific questions

Part A

This part consisted of three questions.

Question 1

Many students found this part of the coursework assignment challenging. The requirement to design a set of user interfaces was in general well met and some interesting and innovative designs were provided, but students paid less attention to providing a network diagram that clearly illustrated all the features required for this development.

Question 2

This part of the question was well answered with students appropriately suggesting features of the website that would contribute to its stickiness such as the creation of blogs, etc. Good answers to this question ensured that they not only described the feature but also carefully explained why the particular feature cited encouraged customers to return to the site frequently and stay on the website for long periods of time.

Question 3

On the whole students provided appropriate and sufficiently detailed UML use case diagrams to reflect the interaction between the users and the system.

Part B

This part of the coursework assignment required students to carry out independent research. Good answers to this question wrote a small introduction to the marketing plan and then continued to discuss the **five** specified approaches to marketing on-line. It was important to cover all five of the approaches that were specified in the assignment brief. Most students did well on this part of the question, providing clear explanations as to what each of these approaches entails. However, where students scored less well was in providing real-world examples of these approaches.