

**SCHOOL OF MANAGEMENT AND COMMUNICATION**

**AY2021 SEMESTER 2**

**B216 MARKETING**

**GRADED ASSIGNMENT**

**INDIVIDUAL SUBMISSION COMPONENT**

Name of Student: Konada Obadiah Nahshon

Student ID: 19047572

Student’s Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Submission: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**B216 GRADED ASSIGNMENT AY2021 SEM 2**

**DECLARATION**

|  |  |
| --- | --- |
| Full name: |  |
| Student ID: |  |
| Module | B216 Marketing |
| Date of Submission: |  |
| I declare that:   * This submission is my original work – all sources have been properly referenced and acknowledged. * I have not copied the words or graphics or codes from another person/source and submitted it as my own. * I neither received nor rendered any assistance *(either paid or unpaid)* on work that requires individual effort. * I have not communicated, discussed, shared or made available my work with other students, in part or in whole, formally or informally. By doing so, I am also guilty of plagiarism and cheating.   If found guilty of committing any act of academic dishonesty, I understand that I will be liable:   * For disciplinary action by the School. * To the full extent of penalties, including but not limited to immediate failure for this assessment and other disciplinary actions such as dismissal. | Signature:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name: |

**PEER EVALUATION**

Indicate names of all team members in the tables below.

**(Please tick to indicate your rating)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| How do you rate the contribution in terms of discussion, research, strategy development, recruitment, data processing/analysis of you and individual group members? | **Excellent** **5** | **Very Good**  **4** | **Good**  **3** | **Below Ave**  **2** | **Poor**  **1** | **Please provide reason(s) for your rating and list down specific examples** |
| **Self:** |  |  |  |  |  |  |
| **Student 1:** |  |  |  |  |  |  |
| **Student 2:** |  |  |  |  |  |  |
| **Student 3:** |  |  |  |  |  |  |
| **Student 4:** |  |  |  |  |  |  |
| **Student 5:** |  |  |  |  |  |  |
| **Leave blank. This is for the class lecturer to grade this student)** |  |  |  |  |  |  |

**(Please tick to indicate your rating)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| How do you rate the attendance and commitment pertaining to you and individual group members? | **Excellent** **5** | **Very Good**  **4** | **Good**  **3** | Below Ave **2** | **Poor**  **1** | **\*Other Comments** |
| **Self:** |  |  |  |  |  |  |
| **Student 1:** |  |  |  |  |  |  |
| **Student 2:** |  |  |  |  |  |  |
| **Student 3:** |  |  |  |  |  |  |
| **Student 4:** |  |  |  |  |  |  |
| **Student 5:** |  |  |  |  |  |  |
| **Leave blank. This is for the class lecturer to grade this student)** |  |  |  |  |  |  |

# Please elaborate on the areas that you have rated “Below ave” and “Poor”.

## ………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

\* Other comments include: dependable, good leadership, motivator, always missing, not reliable, and/or any special remarks.

**Private & Confidential**

**REFLECTION JOURNAL**

Please answer **both** questions.

|  |
| --- |
| 1. **Describe your contributions and explain how they have affected the outcome of your team’s marketing plan proposal. (Minimum 250 words)** 2. **Describe the challenges faced in the process of preparing the marketing plan proposal. How would you overcome these challenges?**   **Comment on other areas of improvement that you can make to refine the marketing plan.**  **(Minimum 250 words)** |