



Feedback for RRMP Research Proposal Summative

Tutor completing summative feedback: Karen Outram	Student number: 323489
Details of any extensions etc:	Submission Attempt: First submission Second submission

Criteria and weighting	Level	Comments:
Knowledge and Understanding weighted 25%, Are the major points identified? Are the details presented clearly?	Very Good	Very good knowledge of the topic demonstrated through the presentation. There is a broad overview of the concepts and discussion around the focus of the topic, [for example discussing how the digital solutions proposed can further support business], which is good practice. It was a wise decision to broaden your research around general concepts of your core topic in the presentation, as this discussion gave the foundation of your concept grounding and allowed you to discuss future scope of the research. However, given the list of references to support your power point presentation, it would have been beneficial to draw more theory generally through the content.
Criticality weighted at 25%, Is there a critical discussion/analysis of your methodology/design?	Very Good	There is very good criticality occurring in the content, that looks at limitations of research, the positives of 'live' social media feedback and in the moment feedback from the digital solutions that provide real time feedback, highlighted in your discuss through the presentation. There is comparison of fact, and by continuing to develop your research discussion for future summative, you could develop your opportunity to look further at the 'pros' and 'cons' discussions elicited by further research. Bear this point in mind for future summative.
Structure and Presentation weighted at 10%: Is the presentation well organised?	Excellent	Excellent structure and presentation regarding the power point and accompanying audio. Your transcription also aligns with the audio and power point presentation which is appropriate and is good academic practice. The presentation is well organised and logical, it is easy to follow and widely reflects the use of appropriate academic conventions. Just one comment. Set your spell check to English default to avoid Americanisms such as 'behavior' appearing in your content.



Presentation and Communication Skills weighted at 30%: Is the presentation clearly introduced and concluded? Is the presentation well-paced and timed? Is the information presented clearly and concisely? Is the presentation style lively, fluent and engaging?	Excellent	The presentation style is excellent. The content is well paced; for future I would just add a little intonation in your voice for future to get more variance in your presentation tone. However, the content of your presentation is completely logical. It follows all the major points required by the summative and is clearly structured. There is an appropriate introduction, the mid-section of the presentation discusses all core issues around the subject, and is then concluded appropriately. The content is academically and professionally appropriate.
Use of relevant sources weighted at 5%: Are the major points identified? Are the details presented clearly?	Very Good	Very good use of research resources, as already discussed broadening these resources out further to include additional research points from your reference list would have benefitted the scope of the discussion.
Use of relevant sources weighted at 5%: Is there a critical discussion/analysis of your methodology/design?	Very Good	Very good discussion around the methodology and design of the research project. I feel with time to further develop the concept, [for a Capstone project for example] you would be able to really develop the core discussion around the current concept used for the topic, with broader research.
Overall		
Positives: <ul style="list-style-type: none"> • Excellent structure and presentation of the topic • Excellent presentation skills and logical presentation content • There is further scope for this project at Capstone for example 		
Points for development: <ul style="list-style-type: none"> • Draw more theory through your discussion • This will allow for greater critical depth to applied to your whole assignment • Apply a little more intonation in your voice when presenting for future summative 		

