

Grade Criteria / Marking grid
Module: International Market Plan_ S23
Assessment 1: INTERNATIONAL MARKET PLAN (100%)

	100-80%	79-70%	69-60%	59-50%	49-40%	39-30%	29-0%
	The Report produced is exceptional in most/all aspects, substantially exceeding expectations for this level.	The Report produced is of excellent quality, exceeding expectations for this level in many aspects.	The Report produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in several of them	The Report produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in some of them.	The Report produced meets all of the intended learning outcomes at, but rarely exceeding the threshold expectations for this level.	The Report produced fails to meet all of the intended learning outcomes and is marginally inadequate for this level.	The Report produced fails to meet all of the intended learning outcomes and is inadequate for this level.
Knowledge and Understanding (20%) Q1+2+3 The students should clearly summarise and identify the core aspects of the target market that are relevant. They are expected to provide relevant information about the product & market given, research and show an appropriate understanding of concepts and key factors learnt along the module.	Exceptional summarised international planning scope and overview of the international elements. Explores and evaluates information/ideas from a wide range of only reliable sources regarding similar companies. Excellent understanding of concepts/theories on international market approach and several of their and implications in the business.	Accurate and coherent in the international planning scope, outline all areas of the overview. Researches and gathers information from a wide range of mostly reliable sources. Thorough understanding of concepts and theories on international market approach, and some of their implications in the business.	Accurate international planning scope, and outline in mostly all areas. Locates and organises a wide range of mostly reliable information/evidences ; Clear understanding of concepts and theories on international market approach and/or practice and some of their implications in the business.	Accurate international planning scope, and outline in several aspects. Locates and researches a satisfactory range of reliable evidences some of beyond the given/familiar. Satisfactory understanding of the relevant concepts of international market approach, some theories and examples, with some link to the business.	Largely accurate across most international planning aspects, limited in certain aspects but respecting outline. Locates and researches an acceptable range of reliable evidences several from given/familiar sources. Adequate understanding of the main international market concepts. Engagement with unfamiliar international market aspects or implications is rather weak.	Inaccuracies/omissions in some areas of the international planning overview outline limited. Range of information limited to mostly the familiar/given with some errors in organization or unreliable sources; Occasional errors in understanding main concepts related to international business aspects. Struggles to engage with unfamiliar international market aspects and their complexity.	Substantial international planning overview with inaccuracies/omissions/irrelevancies, not respecting overview outline Range of information inadequate, unreliable and disorganised. Substantial errors in understanding of international affecting aspects, concepts and theories. Fails to engage with/address unfamiliar international market aspects and their complexity.

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Cognitive Skills (30%) Q4 The students are expected to reason their own international market audit (meeting the key aspects including negotiation style) providing consistent arguments and critical analysis for the market entry decision.	Selects and applies the appropriate methodology to address the main factors for international planning and complex evaluation of the environment. Original and exceptional work Exceptional judgement of Market audit evaluation of gathered information, and application of learning when reasoning the proposed approach. Excellent investigative, analyse and application skills when making the market audit	Applies appropriate methodology to address the main factors for international planning and complex evaluation of the environment. Exercises consistently judgment of market audit, evaluation of gathered information, and application of learning when reasoning the proposed approach. Thorough investigation analysis and application when making the market audit.	Uses appropriate given methods to address the main factors for international planning and complex evaluation of the environment. Exercises judgement of market audit, evaluation of gathered information, with some application of learning when reasoning the proposed approach. Relevant investigation analysis and application when making the market audit.	Uses several methods to address the main factors for international planning and complex evaluation of the environment. Satisfactory evaluation of market audit and gathered information, with signs of application of learning when reasoning the proposed approach. Applies some aspects of investigation analysis and application when making the market audit..	The international market environment analysis is adequate. Limited evaluation of Market audit and gathered information, with ability to apply learning when reasoning the proposed approach. Tendency to description. Relying on given materials and applies basic aspects of investigation analysis and application when making the market audit	Superficial analysis of the international market environment. Superficial evaluation of Market audit and gathered information or some relevant failures about it or limited in applying the learning when reasoning the proposed approach. Mainly descriptive. Limited or no use of investigation and analysis to apply in the market audit plan.	Several areas of International market environment audit absent or with significant errors/omissions Fails to apply learning. Descriptive and no application seen of information to create market audit plan or not submitted.
Practical and Professional Skills (30%) Step 5 Students will need to use the research and assess the main issues regarding the market entry to provide the necessary evidence to support their analysis and suggestions. The synergies of the alignments among all the main aspects, which will be especially valued	Excellent competency in practical segmentation and marketing mix at international level, with excellent analytics skills Original and excellent application for the suggestions that exceeds expectation in all parts.	Very good competency in practical segmentation and marketing mix at international level, with good analytics skills Very good application and suggestions that exceeds expectations for this level in some aspects	Good competency in practical segmentation and marketing mix at international level, with several indications of analytical skills Good application and suggestions that meet expectations for this level in most of the aspects.	Good competency in practical segmentation and marketing mix at international level, with some indication of analytics skills Sufficient application and suggestions that meet expectations for this level in several of the aspects..	Satisfactory competency in practical segmentation and marketing mix at international level, with an indication of few analytics skills. Adequate application and suggestions that meet expectations for this level in some of the aspects. Others might be obvious or not sufficiently supported by evidence	Insufficient competency in practical segmentation and marketing mix at international level, with a weak indication of analytics skills. Maximum 1 area missing Inadequate application and suggestions that does not meet expectations for this level in several of the aspects. Limited support or evidence is used	Several areas absent or with significant errors No or very little application is seen.

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Transferrable and Key Skills (20%) All Students will need to present the key points and data of their plan in written form in a concise and consistent manner. It will also be marked according to the usage of valid references, similar business cases information and data currently happening in their chosen market. Students will also need to demonstrate the ability of incorporating the feedback into the final plan.	Excellent presentation and organisation of key points and data and lucid communication in all areas. Exemplary referencing/citation. Work demonstrates initiative beyond level expectations, setting perfectly and confidently key elements of the plan, with professionalism when delivering recommendations, and conclusions. Critical reflection/self-evaluation exceptional for this level.	Excellent presentation and organisation of key points and data and lucid communication in most areas. Extensive, accurate referencing/citation , with a maxima of 3 formatting errors. Work demonstrates initiative in setting key elements of the plan, with confidence and professionalism when delivering recommendations, and conclusions. Reflection and self-evaluation often critical and insightful.	Presentation and organisation of key points and data appropriate to context and purpose, communication clear. Coherent use of titles and subtitles Referencing consistent and accurate. More than 3 formatting errors. Work demonstrates initiative in some key elements of the plan, with confidence and professionalism when delivering recommendations, and conclusions. Reflection generates a number of critical insights.	Satisfactory presentation and organisation of key points and data with communications mostly appropriate to the context/purpose. Referencing mostly consistent/accurate. Work demonstrates satisfactory initiative in setting key elements of the plan, with confidence and professionalism when delivering recommendations, and conclusions. Satisfactory reflection with some insights.	Presentation and organisation of key points and data adequate in most contexts, with some mistakes/irrelevancies. Some errors in referencing. Work demonstrates adequate initiative in setting key elements of the plan, with some confidence and professionalism when delivering recommendations, and conclusions. Limited reflection with few insights.	Elements of disorganisation/ poor presentation/ poor or inappropriate communication or expression. Errors/omissions in referencing, or in-text citations missing. Work demonstrates insufficient initiative in setting key elements of the plan, with lack of confidence and professionalism when delivering recommendations, and conclusions. Minimal reflection lacks insight.	Work is disorganised, poorly presented with poor/inappropriate communication and expression. Substantial errors in referencing, or none, Doesn't demonstrate initiative in setting key elements of the proposal. Low confidence and professionalism when delivering recommendations, and conclusions. Reflection inadequate/absent with no insight.