

BMA604. Consumer Decision Making: Consumer Behaviour – Brand Analysis Marking Rubric

CRITERIA	<50 NN	50 – 59 PP	60 – 69 CR	70 – 79 DN	80 – 100 HD	Maximum SCORE
	Un-satisfactory	Satisfactory	Very good	Excellent	Outstanding	
Background research on product category, brand and industry	Provided an inadequate description of product category, brand and industry.	Provided an adequate description of product category, brand and industry.	Provided a sound description of product category, brand and industry.	Provided a competent description of product category, brand and industry.	Provided an excellent description of product category, brand and industry.	10%
Analysis of target market of the chosen brand	Failed to follow the instructions. Demonstrated a lack of understanding of market segmentation.	The target market is either not logical or it has been poorly discussed.	Identified the target market segment but it lacked depth.	Multiple relevant segmentation variables used. Provided a competent description of the target market.	Presented a comprehensive description of the target market. Appropriate combination of segmentation variables used.	10%
Analysis of relevant consumer behaviour theory	Provided an inadequate analysis of consumer behaviour literature. No use of secondary materials.	Provided an adequate analysis of consumer behaviour literature. Primarily descriptive. Relevant secondary materials used.	Provided a sound analysis of consumer behaviour literature. Elements of description with deeper analysis in places. Multiple, relevant, scholarly secondary materials used.	Provided a competent analysis of relevant consumer behaviour literature. Deep analysis in most places. Multiple, relevant, scholarly secondary materials used.	Provided an excellent analysis of relevant consumer behaviour literature. Deep analysis provided in all instances. Multiple, relevant, scholarly secondary materials used.	25%
Demonstrated ability to link relevant consumer behaviour theory to the chosen brand's marketing	Little to no evidence of linking consumer behaviour theory to the practical actions of the brand marketing.	Consumer behaviour theory is adequately linked to some of the practical actions of the brand marketing.	Consumer behaviour theory is appropriately linked to the practical actions of the brand marketing. Evidence provided in most instances.	Consumer behaviour theory is appropriately used and clearly linked to all of the practical actions of the brand marketing.	Consumer behaviour theory is excellently used and skilfully linked to all of the practical actions of the brand marketing.	25%
Discussion of practical issues, implications and trends impacting product/brand	Provided an inadequate discussion of practical issues, implications and consumer behaviour trends.	Provided an adequate discussion of practical issues, implications and consumer behaviour trends.	Provided a sound discussion of practical issues, implications and consumer behaviour trends.	Provided a competent discussion of practical issues, implications and consumer behaviour trends.	Provided an excellent discussion of practical issues, implications and consumer behaviour trends.	10%
Logic and Strength of Argument	Discussion is not logical, descriptive with no overall argument created. Inadequate grasp, and limited use of discipline terminology.	Discussion is mostly logical, but is primarily descriptive with limited overall argument. Limited use of discipline terminology and/or minor inaccuracies.	Discussion is logical with some evidence of critical analysis evident. The extent and use of discipline terminology is adequate.	Discussion is logical with sound evidence of critical analysis. Secondary sources critically integrated to form an argument. Use of discipline terminology is extensive and largely correct.	Discussion is logical with excellent evidence of critical analysis. Secondary sources are synthesised and critically integrated to form a coherent argument. Extensive use of discipline terminology is correct in all instances.	10%
Presentation (Format, Referencing, Grammar, etc.)	No consistent style or structure. Limited or little evidence of appropriate referencing in-text and/or no reference list.	Information has been organised to convey meaning to the reader. Some in-text referencing errors evident (no page number/s for direct quotes or similar). A reference list provided, some references omitted. Consistent referencing style followed.	The report has consistent structure. Information is organised and sequenced to convey the intended meaning to the reader. Appropriate and consistent referencing provided with minimal errors. Both in-text referencing and reference list are appropriate.	The report is well structured. Information is logically organised and sequenced to convey the intended meaning to the reader allowing ease of reading. Appropriate and consistent referencing provided with no errors.	The report is very well structured. Information is very well organised and easily accessible to the reader. Appropriate and consistent referencing provided	10%
Word Count adhered to?	Yes	No (deduct 10%)				

Name _____

Student Number: _____

Tutor: _____

Overall grade: ___/100

Assessment weighting: ___/45