

POTCHEFSTROOM BUSINESS SCHOOL: EXTERNAL MODERATOR'S REPORT

1.1.1 MODULE TITLE	Marketing Management
MODULE CODE	MBAD 822
EXTERNAL MODERATOR	Prof Sam Fullerton

A. SYLLABUS

1. Is the syllabus adequately and appropriately covered by the learning content?

YES	NO
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If 'No', why not? _____

2. Does the syllabus (by means of outcomes) address the required management skills?

YES	NO
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If 'No', why not? _____

3. Is the required learning content adequately addressed by the prescribed book w.r.t.:

- Conceptual approach?
- Examples?
- Exercises?

YES	NO
YES	NO
YES	NO

If 'No', why not? _____

B. EXAMINATION PAPER

1. Were the module outcomes adequately evaluated by the:

- topics covered in the paper (specific outcomes)?
- type of questions set (critical outcomes)?

YES	NO
YES	NO

If 'No', why not? _____

2. Did the paper, as a whole, cover the syllabus adequately?

YES	NO
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If 'No', why not? _____

3. Were marks allocated on a fair basis as to the importance of the specific topic and time allowed?

YES	NO
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If 'No', why not? _____

4. Was the standard of the questions:

- In accordance with expected outcomes?
- Well formulated with measurable action words?
- Of acceptable international standard?

YES	NO
YES	NO
YES	NO

If 'No', why not? _____

5. Did the assignments (standard and frequency) comply with the outcomes and contribute (add value) to the overall achievement of the outcomes?

YES	NO
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If 'No', any recommendation? _____

C. MARKING

1. Were marks awarded:

- consistently?
- according to the marks memorandum?
- for acceptable alternative answers in open-ended questions?

YES	NO
YES	NO
YES	NO

If 'No', why not? _____

2. Was the marking of an acceptable standard?

YES	NO
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If 'No', any recommendation? _____

GENERAL

Any remarks not covered by the above?

See attached overview _____

Moderation Overview
North West University (2019)

In general, my marks were relatively consistent with those of the examiner. As typical of past moderation, my marks tend to be somewhat lower than those of the examiner. From an aggregate perspective, my mean score of 64.18 is just less than 5 marks lower than those of the examiner (69.98). This difference can be primarily attributed to large differences (20, 15) on two of the portfolios. Additionally, my marks were somewhat higher on two of the portfolios, the same on three portfolios, and moderately lower on four portfolios. My only concern here is that one portfolio that had been given a mark of 45 by the examiner whereas my assessment resulted in only 30 marks.

When looking at the three campuses, my sub-mean scores ranged between 2.67 marks higher and 8.0 marks lower. The Table below provides an overview of the aggregate results.

Campus	Examiner	Moderator	Difference
VDB	68.33	71.00	-2.67
MAF	60.00	52.50	7.50
POTCH	78.75	70.75	8.00
AGGREGATE	69.09	64.18	4.91

The differences between the examiner and the moderator can mostly be attributed to a single PoE from two of the three campuses. Of the two aforementioned largest differences, one was present in Mafikeng and one in Potchefstroom. Thus, there is no significant concern on my part regarding the differences – either from an aggregate or on an individual campus basis. However, I am concerned by the magnitude of the differences between the Potchefstroom and Vaal campuses and the Mafikeng campus. This could well be due to sampling variations rather than the capabilities of the students from the three campuses. Regardless, I believe that the students at the three campuses were graded on a comparable basis.

My overarching concern regarding the 11 portfolios – as pointed out on numerous occasions by the examiner(s) – is the students' inability to apply the concepts that they enumerate. Time after time, they delineate a concept, such as target marketing, and never talk about it from their organization's perspective. It is like they want you to know they learned the concept, but totally neglected applying it in their situation. They also often provided inadequate objectives (not SMART ones) at the beginning, but failed to use those same objectives as bases for their marketing plan. These are two common weaknesses that resulted in lower marks being assigned.

Sam Fullerton

Sam Fullerton
Extraordinary Professor, North West University
Emeritus Professor, Eastern Michigan University

Last Name	Code	Examiner Mark	Moderator Mark	Difference	Campus Mean Examiner	Campus Mean Moderator	Campus Mean Δ
James	VDB1	60	68	-8	VDB	VDB	VDB
Carstens	VDB2	80	80	0	68.33	71	-2.67
Mathisa	VDB3	65	65	0			
Goeieman	MAF1	60	60	0			
Kalamore	MAF2	65	60	5	MAF	MAF	MAF
Khumalo	MAF3	45	30	15	60.00	52.5	7.50
Mbewe	MAF4	70	60	10			
van Schalkwyk	POTCH1	85	80	5			
Barnard	POTCH2	80	83	-3			
Leigh	POTCH3	70	60	10	POTCH	POTCH	POTCH
Strydom	POTCH4	80	60	20	78.75	70.75	8.00
ZZMEANS		69.09	64.18	4.91			