

NWU BUSINESS SCHOOL:

EXTERNAL MODERATOR'S REPORT 2020

1.1.1 MODULE TITLE	Marketing Management
MODULE CODE	MBAD 822
EXTERNAL MODERATOR	SD 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?

I did have one case where there was a sizable difference in the marks given to the student. Perhaps this one report should be reevaluated. I would like to know if any subsequent evaluation is more in line with mine or the original mark given by the examiner.

Moderation Report – Marketing
Sam Fullerton – External Moderator

The following represents my moderation marks for the Portfolios of Evidence that were provided for my evaluation.

The mark for one student was not provided, so I have no basis for comparison. However, the moderation mark was quite acceptable.

For one POE report, my mark was 16 marks lower than the examiner's mark. While I am generally slightly lower than the examiner, a difference of this size is surprising. I would suggest that it be reevaluated by a third person in an effort to determine the true score for the student.

For the remaining portfolios, my average mark was 5.80 marks lower than the examiner's marks. This nominal difference is in keeping with past evaluations. Furthermore, none of the differences was significant enough to result in a difference in terms of qualifications for the granting of an MBA to the students under scrutiny. Therefore, there is little reason to think that my evaluation is universally different from that of the examiner(s). My overall evaluation of this assessment is provided in the accompanying documentation.

Moderation	2021	Examiner's Mark	Moderator's Mark	Difference	
de Wet	21205779	63	60	3	Undifferentiated targeting; lack of IMC; OLC in intro
Dorfling	33468974	89	84	5	growth possible?; sponsorship?; long term; positioning
Gaanakgomo	20812388	56	47	9	Exec Summary; miss statement; CRM; appoint?; little strategy
Dikolomela	22575804	58	62	-4	What's there is solid, but it is far from complete
Flint	22224920	80	64	16	SWOT gets prescriptive; needs more details
		69.2	63.4	5.80	