

NWU BUSINESS SCHOOL

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NWU BUSINESS SCHOOL EXTERNAL MODERATOR'S REPORT

MODULE TITLE/Name of the SLP	Marketing
MODULE CODE/Registration code of SLP	MKTM 521-1-1 P 2020
NQF LEVEL	8
CREDITS	12
MODULE OWNER/PROGRAM PRESENTER	Prof JJ Prinsloo/ Dr C Williams
EXTERNAL MODERATOR	Prof T Pelser
ASSESSMENT DATE	November/December 2020

TABLE 1 Documentation needed for moderation

Please indicate the documents attached for the attention of the moderator in order to moderate the module

Mark with an X if applicable (The document could be embedded here our send separately to the moderator)	
Study guide	 MKTM 521 - final.docx
The module outcomes	In study guide
Examination paper or PoE	 MKTM+521+- +Assignment
Marking scheme or memorandum	 MKTM 521 - Assignment 2

Other assessment methods and documentation: Please specify	
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This report consists out of 3 different sections. **Section A** is the evaluation of the study guide, module content and module outcomes. The module needs to be updated at least every 3rd. year .**Section B**, moderates the exam paper and **Section C**, moderates the answering papers or PoE's.

A. STUDY CONTENT AND OUTCOMES OF THE MODULE

	YES	NO	IF NO, PLEASE PROVIDE RECOMMENDATIONS
Is the learning content adequately and appropriately covered in this module?	YES		
Does the curriculum (by means of outcomes) address the required management skills?	YES		
Are the module workload and requirements appropriate for the program level?	YES		
Is the required learning content adequately addressed by the prescribed book or other study material in terms of exercises or examples, where applicable?	YES		
Is the module well organised?	YES		
Any general comments regarding the layout of the module.			Well-constructed to meet the objectives of the course.

Section B is the evaluation and moderation of the exam paper or Portfolio of Evidence

B. EXAMINATION PAPER or Portfolio of evidence (PoE)

	YES	NO	IF NOT, PLEASE PROVIDE RECOMMENDATIONS
The level of difficulty corresponds with the NQF level descriptor. (See level descriptors attached.)	YES		
The paper or PoE is set according to the learning outcomes of the module.	YES		
The paper or PoE contains a good balance between the different levels of knowledge testing (Bloom's taxonomy) and the NQF level.	YES		
The time-frame of the paper or PoE is realistic for the average learner to complete.	YES		
The marking scheme / memorandum / mark rubric is complete in order to assess all questions.	YES		
Questions or instructions are well formulated with measurable action words.	YES		
Overall the paper or PoE is of acceptable international standards.	YES		
Does the exam paper or PoE contribute (add value) to the overall achievement of the program outcomes?	YES		
The lay-out and technical editing of the paper or PoE is in order.	YES		

Section C Moderation of Answering papers or PoE (At least 10% of the module needs to be moderated)

C. MODERATION OF ANSWERING PAPERS or PoE

	YES	NO	RECOMMENDATION
The marker used the memorandum/mark rubric appropriately (discretion is used where necessary)	YES		N/A
The marking is fair and consistent.	YES		N/A
Marks are added correctly, and calculations are done correctly.	YES		N/A
The distribution of marks in the exam paper or PoE present a fair assessment opportunity.	YES		N/A
Indicate how many answer books and/ or questions you have moderated. If the summative assessment was another assessment method than a written exam, please indicate this, and the number you have moderated.			5 for Assignment 1- Group Infographic 12 for Assignment 2 – Individual

GENERAL

Any remarks not covered by the above?

_____N/A_____

Prof TG Pelser



13/12/2020

**Initials and surname of
moderator**

Signature of Moderator

Date