

BUSN3026 - Non Profit and Public Sector Marketing

Name:	Student ID:
Name:	Student ID:

Assignment A

Analyse the externally visible marketing activities of an existing Public Sector Social Change Campaign.

Compulsory Elements		
Adhered to the page limit?	<input type="checkbox"/>	
Contacted organisation?	No contact	
Adhered to the formatting restrictions?	<input type="checkbox"/>	
Subjective Elements		
Used References?	Good use	
1. Argument supported by references	<input type="checkbox"/>	
2. Conclusion actually draws a conclusion	<input type="checkbox"/>	
Framework		
1. Analysis of the campaign	<input type="checkbox"/>	
2. Use of social marketing theory	<input type="checkbox"/>	
3. Use of commercial marketing theory	<input type="checkbox"/>	
4. Conclusions	<input type="checkbox"/>	
Mark for the use of the framework		25
Subjective Component		15
		40

Feedback

Requested Feedback	No <input type="checkbox"/>	Yes <input type="checkbox"/>
Yes, I would like feedback if my grade is between...	HD - 32-36	<input type="checkbox"/>
	D - 28-31	<input type="checkbox"/>
	C - 24-27	<input type="checkbox"/>
	P - 20-23	<input type="checkbox"/>
	F - Less than 20	<input type="checkbox"/>

Comments: