



EXAMINER'S REPORT

AUGUST 2009

STAGE 4 PROJECT

General Comments

In your soft copy, do not present several files with different chapters/sections of your project in each. One file with the full project is required. Please remember to place your student number on your disc/memory stick, or what ever means you use to store your material.

Your attention is drawn to the requirement to engage in secondary AND primary research activity. The latter can involve, for example:

- *Mailed questionnaire to a targeted cohort, an explanation of how the questions were arrived at, and why the particular questions used were deemed to be the most appropriate for the task at hand.*
- *A series of personal interviews is quite acceptable. Avoid just doing 2 or 3, you will need to get a more balanced perspective. Do not present a "transcript" of the interview, you must evaluate the material gleaned by you in the interview and present it to the reader in an integrated manner (with your project, and what it is trying to do).*
- *Focus groups are also a good idea, as long as the cohort used is truly representative.*
- *Any combination of the above. The important thing is to realise that you must include well thought through and relevant primary research. You are advised to re-read your notes from previous studies dealing with Market Research activities (you are encouraged to include a section in your project explaining the "Research Methodologies" used).*

It is a good idea to get someone to read your document BEFORE you give it the examiner. In the past some fine work was ruined by a simple lack of attention to detail. A friend does not necessarily have to know anything about the topic (it is often best that s/he does not). The task might be to see if there is a logical flow to what you have written.

Avoid any temptation to present a "lecture" on the topic. This manifests itself as "padding" and usually adds very little to what you should be trying achieve in your project.

While you are encouraged to use the material studied by you in the course of all your studies, do not be tempted to "shoe-horn" in material for the sake of it. This will not impress the examiner (the impact is quite the opposite!). Insert material that accentuates what it is you are trying to say in your project.