

Strategic Retail Marketing – About the grading of assignments

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Academic essays:

General guidelines:

- Should show your knowledge of the selected topics.
- Should involve **a critical analysis and evaluation of the selected topics from different viewpoints**. Essays should have a clear academic style.
- Should be well-organized.
- Should be well presented: the right length, carefully proof-read, well-referenced and have an academic reference list.

A rough grading rubric for essays:

- **4–5:** Academic essays are overall coherent and clear descriptions of selected topics; the essays contain good analytical thinking and things are looked at from different perspectives or highlighting different aspects; essays are based on several academic sources; the essays are carefully prepared, the text is fluent and the sources are perfectly fine.
- **3:** Academic essays are fairly coherent descriptions of selected topics; the descriptions contain some kind of analytical reflection or things are looked at from at least a few different perspectives; the essays are based on a few academic sources; the essays are mostly carefully prepared, the text is mostly fluent and the sources are in order.
- **1–2:** Academic essays are generally incoherent and very superficial descriptions of selected topics; the essays do not contain any kind of analytical reflection, and issues are not examined or considered from different perspectives; only one source is used as the basis for the essays or there are significant flaws in the sources used; the essays are written very carelessly, there are significant problems with the flow of the text, and there are serious deficiencies in the citations.

Independent project work:

General guidelines:

- Should show your knowledge of strategic planning
- Should involve a compact and critical analysis of the Finnish grocery retail markets and the selected company
- Should show your ability to develop convincing and coherent retail marketing strategy
- Should be well-organized
- Should be well presented: the right length, carefully proof-read and well-referenced.

A rough grading rubric for project work:

- **4–5:** The plan is insightful; there is something genuinely new or novel; the description of the case company (e.g., its strengths and weaknesses) is clear and convincing; several relevant market factors or development trends have been identified; the plan is also credible as a whole; the argumentation regarding the plan is convincing and the argumentation is supported by credible source material; the plan is consistent and all citations are done correctly.
- **3:** The plan is somewhat novel; the description of the case company is clear but thin; some relevant market factors are described; the plan is somewhat credible; the argumentation regarding the plan is at least partly convincing and some sort of source material has been used to support the argumentation; the plan is mostly carefully prepared, and there are no serious flaws in the citations.
- **1–2:** The plan does not contain anything new or insightful; the description of the case company and market environment is very thin and superficial; the plan as a whole has some very serious flaws and significant problems; the argumentation regarding the plan is poor and implausible, and there is no credible source material to support the argumentation; the plan is carelessly prepared, it is inconsistent and there are serious mistakes in the citations.