



MKC1200 – PRINCIPLES OF MARKETING

Assignment 2: Tutorial-based Assessment (15%)

Week 2 to Week 7 and then Week 9 to Week 11

(No Week 8 Assessment due to timing of public holidays and essay due date)

Details of task:

This assignment is based on **9** group-based assessments in your allocated tutorials (**Weeks 2 to 7 and Weeks 9 to 11 with no tutorial-based assessment due in Week 8**). You will receive immediate feedback after attempting each question, then have the opportunity to try again if your answer is incorrect (with progressively reduced marks).

- o You will **work with your pre-allocated groups** to answer a series of questions. These questions are based on the topics discussed during the previous week. For instance, the Week 2 group-based assessment will test your understanding of the Week 1 topic.
- o In aggregate, the marks awarded for this assessment will account for **15%** of the total marks for this unit. **Your final mark will be based on the sum of your best eight (8) results for the semester** – ie. we will ignore your one (1) lowest score in determining your mark. This grading system accounts for any occurrences of unexpected illness or any other reason for missing a tutorial. Students who are absent for more than one tutorial for medical or other valid grounds should submit a special consideration form (following the instructions on the form) to the Unit Coordinator with appropriate supporting documentation (note: if applying for special consideration, supporting documentation is required for ALL tutorials missed).
- You are expected to be present for the entire tutorial in order to be awarded the marks for that week's assessment. **Lateness or non-attendance** at the tutorial will result in **no** mark being awarded for that week's activity.