

Fundamentals of Marketing Communications

Individual Presentation Feedback

Student number: 23042987

Presentation skills (approx. 15% weighting)	A	B	C	D	E	NA
Content (approx. 85% weighting)	A	B	C	D	E	NA

Marker name: Matthew Colledge

Key strengths

Fairly good explanation/justification of your target audience, using a range of segmentation bases. Well done for applying some relevant theory (DAMP method) to justify this audience.

Good range of communication objectives chosen – well done for also considering secondary marketing objectives that these comms objectives might support.

A very thorough explanation of your approach to positioning and brand strategy, applying a number of relevant academic concepts covered on this module.

You gave a very thorough and persuasive justification of your messaging strategy, citing numerous sources in this section and some relevant academic theories and concepts.

You do a good job throughout your presentation of justifying your insights and recommendations, i.e. by explaining where your information comes from either through your commentary or a citation on your slides.

Lots of detail given in your communication strategy section – a good range of channels and platforms are suggested, and some attempt is made to explain links between paid, owned and earned channels.

Evaluation – well done for clearly linking your proposed evaluation tools and metrics to your objectives.

Areas for improvement:

It would have helped if you had briefly introduced the brand before going on to talk about your target audience (i.e. explain that it is a language-learning app, its languages/functionality etc). Also, at the very beginning of your presentation, give a brief introduction (*hello and welcome* etc). Although this is an academic assignment, the idea is to try to make it feel as much like a real marketing presentation/pitch as possible.

I think you could have spent a little more time on your target audience section. Some of the insights here were a little high-level/generic. For example, rather than just saying that Gen Z spend a lot of time online and on social media – introduce evidence to show which platforms they use most often, and how/why they use them. You do this later in your Communication Strategy section but it would have been preferable to introduce this detail at the outset and then refer back to it.

I think you could also have spent more time explaining their motivations to learn a new language, because this is so important in providing context for your positioning, brand strategy and messaging strategy sections.

Your perceptual map was only of limited use, as you didn't list any named competitors here.

One or two of your slides had too much text – e.g. the 'Brand positioning – positioning and strategy slide'. It might have been better to split this up into two or three separate slides. You could also have used visual aids more effectively in places. For example, a POE diagram/table might have illustrated the links between your use of paid, owned and earned media more effectively than simply explaining these in your commentary.