U – You have done some basic research, but it is rather limited. IN order to improve, you need to refer in more detail to the ideas discussed in class and to actually try to link them to the examples you have chosen.

PASS – Your research is generally competent. You have an adequate understanding of basic industry principles and of the work of others. In order to improve, you need to go into ore detail about the ideas we discussed in class and how they appear in the examples you chose.

MERIT – Your research is effective. You have a clear understanding of basic industry principles and of the work of others. In order to improve, you need to focus in more detail on how these ideas and approaches appear in the examples you chose to analyse.

DISTINCTION - Your research is accomplished. You have a very thorough understanding of basic industry principles and of the work of others. There is always room for more detail in analysis, but you have already done very well.