



KD TRAINING SOLUTIONS

Diploma in Management and Leadership (Level 5)
Unit Title – Marketing Planning (Unit 5008)

Learner Name: Registration Number:

This is to certify that the work submitted with this marking sheet has been produced by me and where I have used someone else's work, it has been properly referenced:

Signed: Date:

Self-Assessment by Learner:

Signed:

Comments by Mentor/Line Manager:

Signed: Name:

Diploma in Management and Leadership (Level 5)
Unit Title – Marketing Planning (Unit 5008)

ASSESSMENT OUTCOME:

Learning Outcomes:	Assessment Criteria:	Achieved:	Partially Achieved:
Understand the meaning and role of marketing in achievement of organisational objectives	Explain how effective your organisation is designed to meet the needs of its customers.		
Identify the organisation’s current and future position in the sectors or markets in which it operates	Analyse to what degree your organisation puts its customers first.		
Devise and implement a marketing plan that contributes to achievement organisational objectives	Analyse how effectively your organisation plans its marketing. Describe how your organisation keeps its customers happy through effective planning and dealing with complaints.		
Knowledge and Understanding	Demonstrated knowledge of the Unit at the relevant depth and breadth. Understood the topics sufficiently to apply them to your own situation		
Presentation	Produced a piece of work that is communicated in a professional manner		

Signature of Assessor:

Signed: Name:Date:.....

Diploma in Management and Leadership (Level 5)
Unit Title – Marketing Planning (Unit 5008)

Detailed Comments by Assessor:

Signed: Name:

Date:

Diploma in Management and Leadership (Level 5)
Unit Title – Marketing Planning (Unit 5008)

Comments by internal Moderator:		
Is the learner brief attached?	YES	NO
Are assessment criteria or grading guidelines attached?	YES	NO
Does the work meet the assessment brief?	YES	NO
Have the assessment criteria been fairly applied?	YES	NO
Has the assessor indicated that the learner has partially or fully achieved all learning outcomes?	YES	NO
Has the learner been given comprehensive and constructive feedback?	YES	NO
Has the assessment been consistently marked with other work in the same Unit?	YES	NO
Has all the relevant paperwork for this assessment been properly and fully completed?	YES	NO
Are you completely satisfied that this piece of work fully meets the requirements of the Diploma in Management and Leadership for this Unit?	YES	NO
Do you have any concerns about authenticity, bias or inconsistency of decisions? (If so, make detailed comments overleaf)	YES	NO

<p>Sampling completed by:</p> <p>Signed: Date:</p> <p>Name:</p>
--