HUDDERSFIELD UNIVERSITY BUSINESS SCHOOL MODULE BHS0001

Business Dissertation: Methods and Implementation. COMMENTARY AND MARKING FORM

ACADEMIC YEAR 2010-2011

STUDENT NAME; Miroslava Solarova. ...COURSE: BA. European Business.....
SUPERVISORY – 2ND MARKERS NAMES: W Mswaka and J.R Anchor.......
BRIEF TITLE OF DISSERTATION: Customer Loyalty of middle aged women in the sports industry in Huddersfield

COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas:

Topic, Aims & Objectives

Topic and aims and objective strovided though somewhat confusing as the section below shows.

Introduction/Aims & objectives

Though the topic suggests that the research focuses on sports marketing and middle aged women, the introduction and background however does not make reference to middle aged women. Instead focus appears to be on sports marketing as a concept The focus on middle aged women appears however in the aims of the study but justification for this is not clear.

Literature Review

Extensive literature review with relevant theoretical frameworks . However this chapter could have been structured better. For example, it would have been useful to identify key theoretical frameworks to guide discussions in this chapter as I feel that too much information has weakened the quality of arguments here. A conclusion of the literature review would also have been helpful.

Research Methods

The methodology is fairly good though further information on sampling and identification of the informants (middle aged women) could have been helpful, given that respondents were selected randomly

Analysis, Discussion & Conclusions

Some interesting results despite a questionable sampling frame. I feel however that how the study has completed existing knowledge or addressed specific gaps does not really come out at the end.

Overall Quality of Writing including referencing, presentation, style

Well written and referenced dissertation.

MARK

SIGNED.....