

**HUDDERSFIELD UNIVERSITY BUSINESS SCHOOL**  
**MODULE BHS0016- Business Undergraduate Dissertation (Full Time)**

COMMENTARY, MARKING FORM and STUDENT FEEDBACK

ACADEMIC YEAR 2011-2012

STUDENT NAME J. Rehulke COURSE EB

SUPERVISORY - 2<sup>ND</sup> MARKERS

NAMES D. HARVEY J. ANCHOR

BRIEF TITLE OF DISSERTATION

Marketing Analysis of a Floorball Club  
with a focus on its Stakeholders

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

Topic, Aims & objectives, Theory/Literature Review/ Referencing, Research Methods, Analysis / Findings / Conclusions, Overall Quality of Writing

Interesting and unusual topic, although objectives should have been made more explicit in introduction. - Generally well presented and structured apart from this though.

Lit review provides a fair coverage of the relevant sports marketing theories and stakeholder concepts.

Methodology is well justified and the case study is thorough, linking well to the literature review.

Discussion and analysis are fair and the broader environmental factors are dealt with in a balanced and appropriate way. Conclusions and limitations are sound.

Overall, a well-balanced and executed dissertation. <sup>acknowledgement of</sup>

MARK 65%

SIGNED D Harvey

AGREED MARK 60

J Anchor D Harvey

22.5.12