**This is marking criteria which I would like you to follow because I would like to receive FIRST CLASS STANDARD grade.**

**Below there is few things which might be useful for you.**

**WRITTEN DISSERTATIONS** will be marked according to usual guidelines for marking essays. Two markers meet to agree on a suitable mark according the criteria below:

**Marking Criteria for Level Three**

**Grade 1 – 4 -** 1st Class

* Demonstrates knowledge that is comprehensive both in breadth and depth.
* Demonstrates an exceptional ability to contextualise, to grasp concepts and their interrelationship, and / or to relate theory to practice.
* Shows an outstanding ability to apply, in right measure, the necessary skills to achieve a desired outcome.
* Shows clear evidence of independent thought with material presented in a focused way, so as to help sustain the argument.
* Presentation is highly literate, fluent and accurate with impeccable citation
* Evidence of high level of commitment and a demonstration of a high level of initiative and independent thinking
* An ability to consistently form and professionally present a coherent body of work that demonstrates a high level of complex engagement
* Excellent command of visual and written expression with an ability to clearly convey ideas and concepts Material is presented in a focused way, so as to help sustain their critical position.
* Demonstrate an exceptional ability to contextualise, to grasp concepts and their interrelationship, and / or to relate theory to practice.
* Wide and deep research relevant to your ideas, discourses and chosen media or working process and the broader context of practical work
* Creative, innovative, informed and professional use of media and materials with a thorough, critical and extended understanding of related discourses and contemporary/historical contexts
* Critical and analytical skills inventively put to use in the evaluation of research, in the use of materials and media, and in the engagement with ideas and related discourses

**USEFUL**

* + Researchers believe that branding is increasingly becoming important in the political campaigns. Presidential campaigns of the democratic presidential candidate Barrack Obama has been attributed to commercial frameworks. They have attributed is success to the seamlessness of the corporate identity and considered to be the first candidate to have been promoted as upmarket consumer brand (Adolphsen 2009).
	+ There have been debates regarding the effect of political branding on the campaign outcome. Some studies are seeking to explore some of the effects of political branding on the outcome of the election. Theories suggest that branding have significant impact on the electorate in a similar manner as the consumers in consumer branding. For instance, branding is considered to be a way through which organizations can establish trust and for a base of loyal customers (McDonald and Chermetony 2006).

**USEFUL LITERATURE:**

Adolphsen, M 2009, “Branding in Election Campaigns: Just a Buzzword or a New Quality Political Communication?” view on Nov 15, 2013 <http://www.lse.ac.uk/media@lse/research/mediaWorkingPapers/MScDissertationSeries/Past/Adolphsen\_final.pdf>

Burke, F 2007, “Effective Branding and Value Creation,” viewed on Nov 15, 2013 <http://www.cga-pdnet.org/Non\_VerifiableProducts/ArticlePublication/EffectiveBranding.pdf/EffectiveBranding.pdf>

Edel-Vaughn, A 2013, “Play to Strengths in Political Ads: Branding of Political Campaigns,” Retrieved on Nov 15, 2013 <http://www.interbrand.com/en/knowledge/IQ/IQ-political-issue-branding-in-campaigns-pt2.aspx>

Kumar, R 2005, “Research Methodology: A Step-by-Step Guide for Beginners,” London: SAGE Publications.

McDonald, M and Chermetony, L 2006, “Corporate Marketing and Service Brands: Moving beyond the Fast Moving Consumer Goods Model,” viewed on Nov 15, 2013 <https://dspace.lib.cranfield.ac.uk/bitstream/1826/1045/1/McDonald-Corporate%20Marketing%20and%20Service%20Brands.pdf>

Sonies, S 2011, “Consumer Branding in Politics: A Comparison of President Reagan and Barrack Obama,” viewed on Nov 15, 2013 <http://www.american.edu/soc/communication/upload/Sarah-Sonies.pdf>