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# Authentic assessment

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Authentic assessment takes place when students 'are asked to perform real-world tasks that demonstrate meaningful application of essential knowledge and skills.' (Mueller, 2005, p2).

Not the same as PBL which could be hypothetical



**Authentic assessment offers students opportunities to learn through the process of assessment itself as long as the tasks are chosen as much for their relevance to the programme of study as well as their relevance to the students' career choices and personal development**

**Brown (2015)**



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# My research

- **Higher engagement**
- **Standard of performance**
- **Eradicates plagiarism issues**
- **Deeper understanding of the key “skills and knowledge they have mastered”.**



# International and Global Marketing

- Student task:
- Two macroenvironmental analyses (one European and one Asian)
- Decision and rationale
- Marketing strategy development
- Market entry method decision and rationale
- Tactics (not old 4Ps)





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**Figure 3 – draft design of French packaging and website**





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**Figure 3 – Example Facebook post for launch of snack bar**





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Selwyn's Hälsodryck





## Appendix 7 Product Design





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# Creativity, Marketing and Enterprise

- Visit
- Scaffolding





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# Group presentation

Formative – immediate  
written feedback



# Individual poster presentation

Synthesise  
Q&A



# Report and reflection

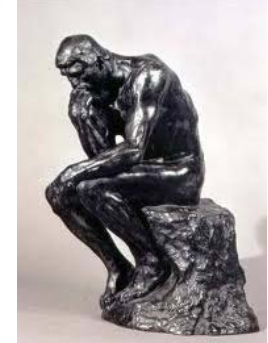
on level of  
creativity used



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**STRATEGIC MARKETING PLAN**  
AMELIA TRUST FARM





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# The Amelia Trust

- <http://ameliatrustfarm.com/>
- [Suggested funding page](#)



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**Joshua Matthews**

Global Product Marketing Intern



May 19

Hi Kath!

I hope you are well :)

Just thought I would give you an update and say hello! I'm currently still working at GE as part of the Neurology marketing strategy team. At the moment we are aligning our products value proposition with the needs of key stake holders. We interviewed 50 Neurologists from all over the world and analysed the data, from this I am currently building a sales deck/ visual aid that will be used by the sales team around the world! Still can't believe it myself!

Wish you all the best and hope that the students you are currently teaching are as pleasant as I was ;)



“Assignments that require students to write about something, rather than to *be* or *do*, may not be fit-for-purpose” (Brown,2015, p2).

Part of students' future facing portfolio



Any Questions?

