

HUDDERSFIELD UNIVERSITY BUSINESS SCHOOL

MODULE BHS0001

Business Dissertation: Methods and Implementation.  
COMMENTARY AND MARKING FORM

ACADEMIC YEAR 2010-2011

STUDENT NAME M. Solárová COURSE B.A European Business

SUPERVISORY - 2<sup>ND</sup> MARKERS NAMES W. Mrwaka / J Anchor

BRIEF TITLE OF DISSERTATION Investigation of the customer loyalty of Middle Aged women within 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

To investigate the customer loyalty of middle aged women in the sports service sector in Huddersfield by identify the most influential factors of marketing strategy affecting customer loyalty

Introduction/Aims & objectives

Reasons and objectives are indicated clearly. The introduction includes a bit of material which could be in the literature review

Literature Review

This is divided into many sections. The first surveys customer loyalty, women in sports. There are perhaps too many sections... the material therefore lacks focus in places.

Research Methods

There is a very good survey of ~~the~~ methods available. Those which are chosen are justified effectively.

Analysis, Discussion & Conclusions

The results are presented mainly in the form of bar charts. There is quite a good linkage with literature. However the link/contributions theory could be improved. The whole thing has a slightly descriptive feel to it.

Overall Quality of Writing including referencing, presentation, style

The work is very readable. There is an engaging style. The syntax is a bit odd in places. There are a few errors - especially in the references.

MARK .....58.....

AGREED MARK.....58.....

J Anchor 10/5/11  
