



Dear Marketing Students,

Below you can find the grading from the written test related to the Pre-Exam Winter Call (28 October, 2022). Before giving you the details:

Let me sincerely *thank you for all your efforts and for the experience shared in class*. I have been very happy we could meet face-to-face and I hope to meet you in the future.

Dark side. I must admit I was expecting more from the content of the written tests. I am aware that Marketing has a lot of content, but – for instance – the average grade for Q2 has been 18/30 (of course, I am including those who did not pass). Also the average of the other questions is not the one I expected. Surely, and as anticipated in our very first class, Marketing is full of pitfalls and sometimes it appears easier than it actually is. Probably it is also a matter of time, as you only have had less than one week to study it well with no lectures.

Moreover, let me tell you that more in general– especially for what concerns Q3 – I have been not strict in my correction. This is because I noticed that despite low grades, *most of you have achieved an overall knowledge on Marketing*. So – again taking Q3 – I admitted some mistakes, such as “some creative” content on the pros and cons of online communication. However, I could not take into consideration the confusion and the fatal mistakes present in some of the written tests.

I am sure that those who did not pass along with those who pass but are not happy about the grade, will do a great job in the next (February or January) Marketing Call.

Wishing you all the very best as always,

MMingione

Legend	
	The final grade will be registered in few days on the Delphi system. Please let me know if you aim at refusing the grade (so you can take January's call).
	Students who potentially will do the case. The grade is freezed. ¹
	Students who did not pass the exam. The allowed next call will be: 8.2.23. Please do not write to me to get any exception on passing or doing the exam before.
	Students who booked twice: I will register on the a.a. 22-23
	Students who booked the exam for the a.a. 21-22

¹ **Some info:** with the marketing plan (valued 0-3 points) some of you can achieve the 30 cum laude (30 cum laude is achieved if you take a final mark of 31/30, so the minimum requirement is having achieved at least 28/30 in the written test). Second, you can always decide not to perform it, but I kindly ask you to send me an email by the 8 of February, 2023. Third, remember to deliver the case one week before the planned winter call (I prefer it to be online and printed, so I can write down notes). Fourth, once you have delivered the case you must book the exam on the Delphi system, as I can register the grade only if you have booked the exam. All information related to the case must be added in the notes of the winter session Delphi registration system (first or second call, depending on when you will deliver the case).



RESULTS

ID Nr.	Q1	Q2	Q3	Final Grade
322489	17,5	23,5	21	21
291924	15	18	16	16
301248	29	28	0	19
322479	22	20	27,5	23
292026	3	16	17	12
291930	10	26	27	21
292069	15	5	19	13
322482	12	15	12,5	13
292015	29	28	29	29
322617	29	19	22	23
291912	8	26,5	17,5	17
322548	15,5	25,5	20	20
292058	21	23,5	21	22
323010	14,5	0	16,5	10
323001	14,5	21,5	16	17
291973	23	20	24	22
296458	29	25	20,5	25
291992	28	30	30	29
292011	29	29	29,5	29
322474	13	25,5	24,5	21
292409	17	12	24	18
322683	17	20	23	20
322743	23	29,5	24	26
291934	16,5	19	28	21
322534	25	30	27	27
323043	10	0	19	10
322757	23	23,5	25,5	24
291939	30	30	30	30
291962	29,5	27,5	27	28
322817	28	26	30	28
292044	23,5	5	27	19
322570	15	24,5	27,5	22
292027	25	26,5	29,5	27
291893	12	17	23,5	18
291903	30	30	29	30
291993	26,5	23,5	29	26
322589	13	24	28,5	22
322475	16	25	26,5	23



292014	22,5	23,5	8	18
322784	28	23,5	20	24
322535	28,5	20	27,5	25
302323	20	22	23	22
322955	17	19,5	29	22
322625	17,5	10	25,5	18
322488	16	21	19,5	19
322608	18	5	30	18
323049	16,5	5	24	15
323140	24,5	24	27,5	25
322522	5	5	26	12
322573	30	27,5	28	29
291946	29	30	30	30
302235	16,5	28	21	22
292024	18	10	23	17
291889	30	30	30	30
322515	25,5	3	26	18
292004	30	30	28,5	30
291935	16	23	25	21
299396	26,5	17,5	20	21
302166	16,5	0	25	14
323058	13	0	19	11
322663	23	0	17,5	14
322660	17,5	2	16	12
291978	26,5	27	22	25
293839	28,5	1	17,5	16
322767	28,5	16	24,5	23
322718	24,5	12	23	20
291899	17	24,5	21,5	21
291928	30	30	30	30
323050	17	0	17	11
300492	22,5	6	12	14
325017	24	26,5	27	26
322525	28	30	27,5	29
322772	4	0	8	4
322702	30	27,5	21	26
298076	28,5	26,5	28	28
287138	23,5	8	25	19
292047	30	29	29	29
292095	29	28	29	29
291905	26,5	8	18	18
322566	17	0	15	11
322959	22	13	17	17
323074	25	0	17	14
299229	16	0	14	10



293530	26,5	27	29	28
287669	25,5	24,5	3	18
246271	10	8	21	13
291960	30	30	23	28
279654	21	10	22	18
299243	16	5	24	15
Average	21	18	23	21