



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 frozen. 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 |



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|--------|------|------|------|----|
| 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 |



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|----------------|------|------|----|----|
| 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 |