

Assignment Submission Manual (Turnitin)

1. Log into your E-Learning account on <http://moodlebritcollege.co.uk>

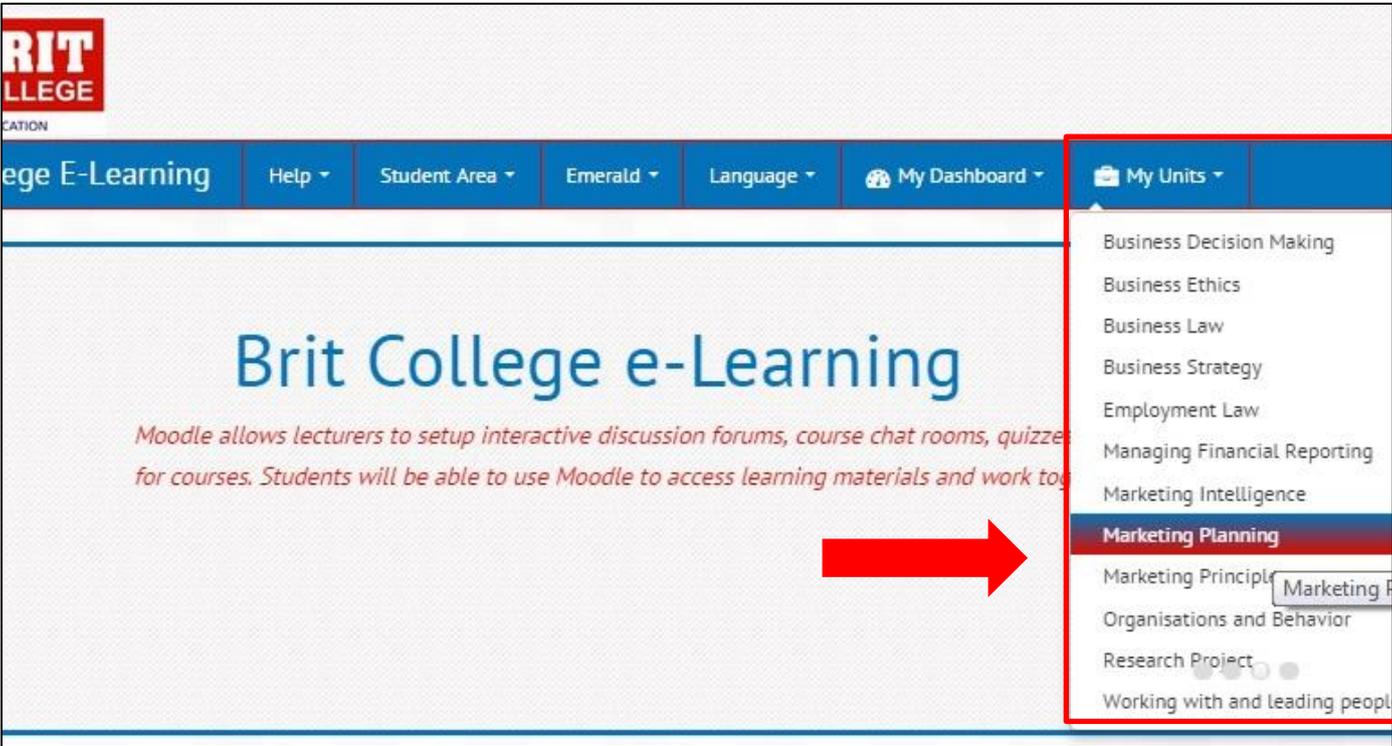


The screenshot shows the Moodle login interface. At the top, it says "Log in". Below this are two input fields: "Username" with the text "test" and "Password" with a masked password. To the right of the password field is a "Log in" button. Below the input fields are links for "Forgotten your username or password?" and a note that "Cookies must be enabled in your browser". At the bottom, there is a "Log in as a guest" button.

Your username is your Student ID number.

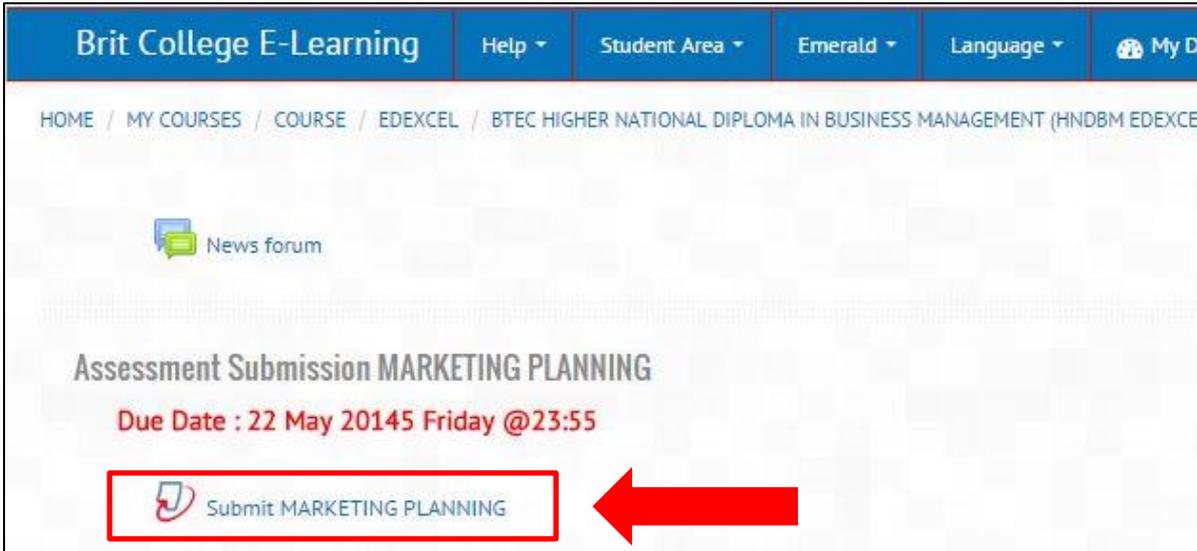
If you are unable log in or need to reset your password, contact Mr Ali (IT Manager)

2. Select your unit from the list, for example Marketing Planning



The screenshot shows the Moodle dashboard. At the top left is the "BRIT COLLEGE" logo. Below it is a navigation bar with links for "College E-Learning", "Help", "Student Area", "Emerald", "Language", "My Dashboard", and "My Units". The "My Units" menu is open, showing a list of units: "Business Decision Making", "Business Ethics", "Business Law", "Business Strategy", "Employment Law", "Managing Financial Reporting", "Marketing Intelligence", "Marketing Planning" (highlighted with a red bar), "Marketing Principles", "Organisations and Behavior", "Research Project", and "Working with and leading people". A red arrow points from the "Marketing Planning" unit in the menu to the main content area.

3. Select the option to submit your assignment



Brit College E-Learning | Help | Student Area | Emerald | Language | My D

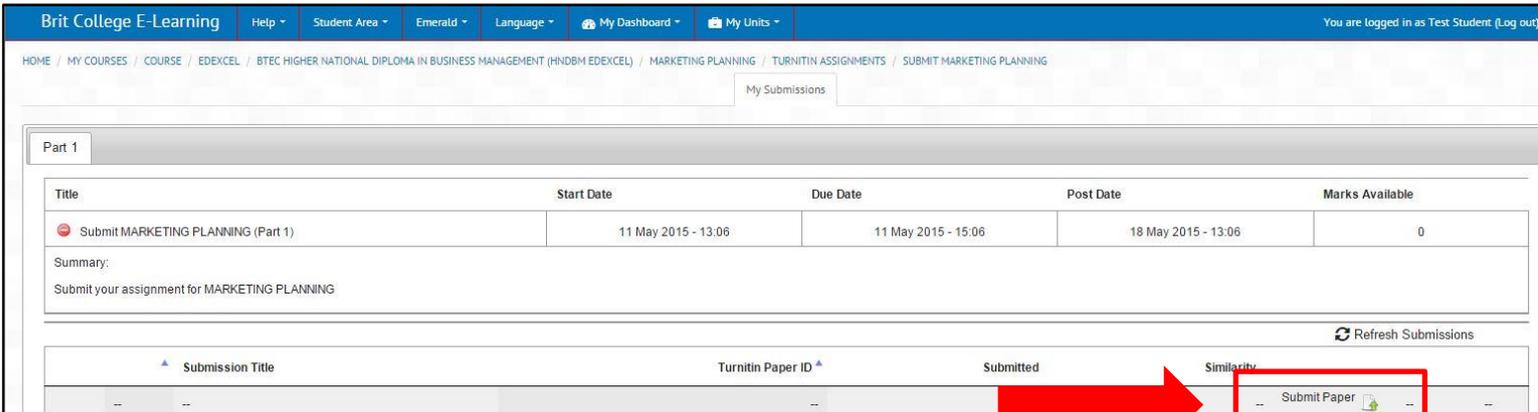
HOME / MY COURSES / COURSE / EDEXCEL / BTEC HIGHER NATIONAL DIPLOMA IN BUSINESS MANAGEMENT (HNDBM EDEXCEL)

News forum

Assessment Submission MARKETING PLANNING
Due Date : 22 May 20145 Friday @23:55

Submit MARKETING PLANNING

4. Click 'Submit Paper' to upload your assignment (shown below)



Brit College E-Learning | Help | Student Area | Emerald | Language | My Dashboard | My Units | You are logged in as Test Student (Log out)

HOME / MY COURSES / COURSE / EDEXCEL / BTEC HIGHER NATIONAL DIPLOMA IN BUSINESS MANAGEMENT (HNDBM EDEXCEL) / MARKETING PLANNING / TURNITIN ASSIGNMENTS / SUBMIT MARKETING PLANNING

My Submissions

Part 1

Title	Start Date	Due Date	Post Date	Marks Available
Submit MARKETING PLANNING (Part 1)	11 May 2015 - 13:06	11 May 2015 - 15:06	18 May 2015 - 13:06	0

Summary:
Submit your assignment for MARKETING PLANNING

Refresh Submissions

Submission Title	Turnitin Paper ID	Submitted	Similarity
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Submit Paper



Refresh Submissions

Similarity

Submit Paper

5. Click on the notice below to read the TurnitinUK User Agreement

Title	Start Date	Due Date	Post Date	Marks A
Submit MARKETING PLANNING (Part 1)	11 May 2015 - 13:06	11 May 2015 - 15:06	18 May 2015 - 13:06	

Summary:
Submit your assignment for MARKETING PLANNING

You must accept the latest Turnitin User Agreement before you can make a submission.


Please click here to read and accept the Agreement.

Submit Paper 

6. Read and accept the TurnitinUK User Agreement by clicking 'I agree'

TurnitinUK User Agreement

Our user agreement has been updated. Please read our user agreement below and agree or disagree to its terms and conditions:

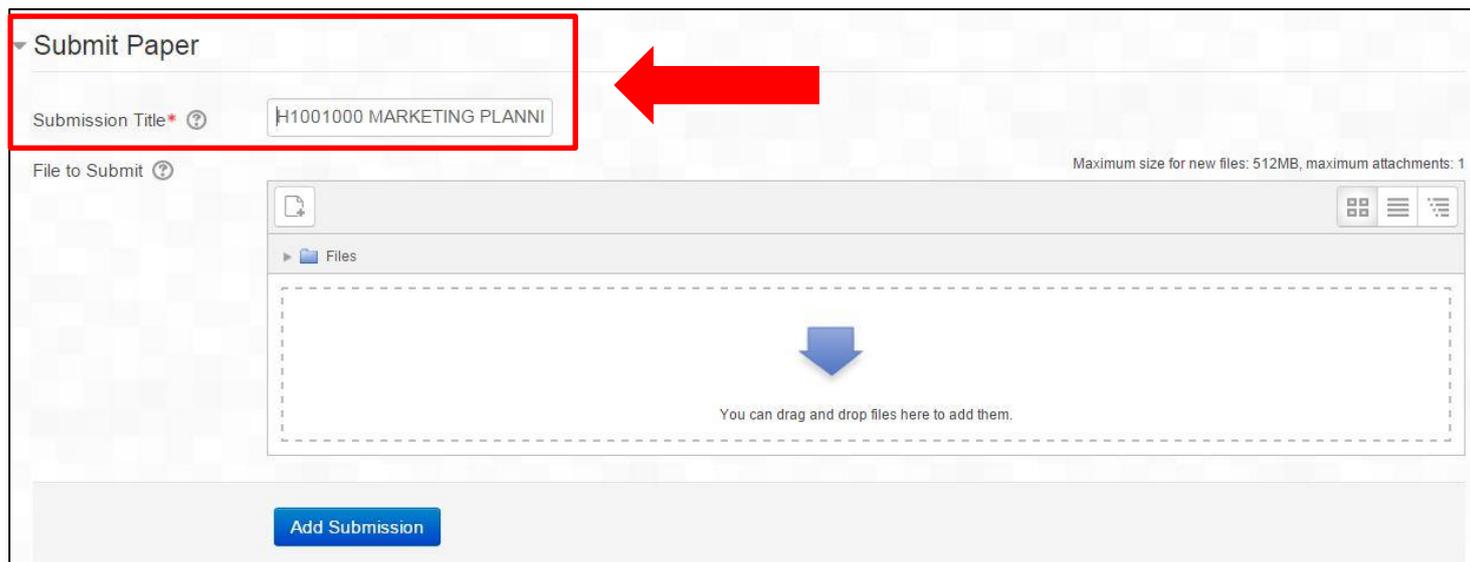
TurnitinUK (www.turnitinUK.com) and its services (the "Site" or the "Services") are maintained by iParadigms, LLC ("iParadigms"), and offered to you, the user ("You" or "User"), conditioned upon Your acceptance of the terms, conditions, and notices contained herein without modification (the "User Agreement").

You should review this User Agreement carefully before accepting it. If You breach the User Agreement, Your authorization to use the Site will automatically terminate.

- 1. Acceptance of Terms**
 You accept this User Agreement by using the Services or clicking to accept or agree to the Terms, where this option is made available to You by iParadigms in the user interface for any Service. You may not use the Service and may not accept this User Agreement if (i) You have previously been informed by iParadigms that it no longer wishes to make the Services available to You, or (ii) You are a person barred from using the Services under applicable law, or (iii) You are not an Authorized User (defined below).
- 2. Eligibility - Authorized Users**
 Use of the Site and Services is limited to Authorized Users (as defined below) who are eighteen (18) years of age or older and/or have legal capacity to form a binding contract or, as set forth below, Authorized Users who are between 14 and 17 years of age with consent of a parent or guardian.
 "Authorized Users" are: (i) school administrators of Educational Institutions ("School Administrators"), (ii) Instructors, and (iii) students who are properly enrolled in a registered class at an Educational Institution ("Students").



7. Add a title for your file – this should be your ID number followed by the unit name (for example: H100100 MARKETING PLANNING)



Submit Paper

Submission Title* ? H1001000 MARKETING PLANNI

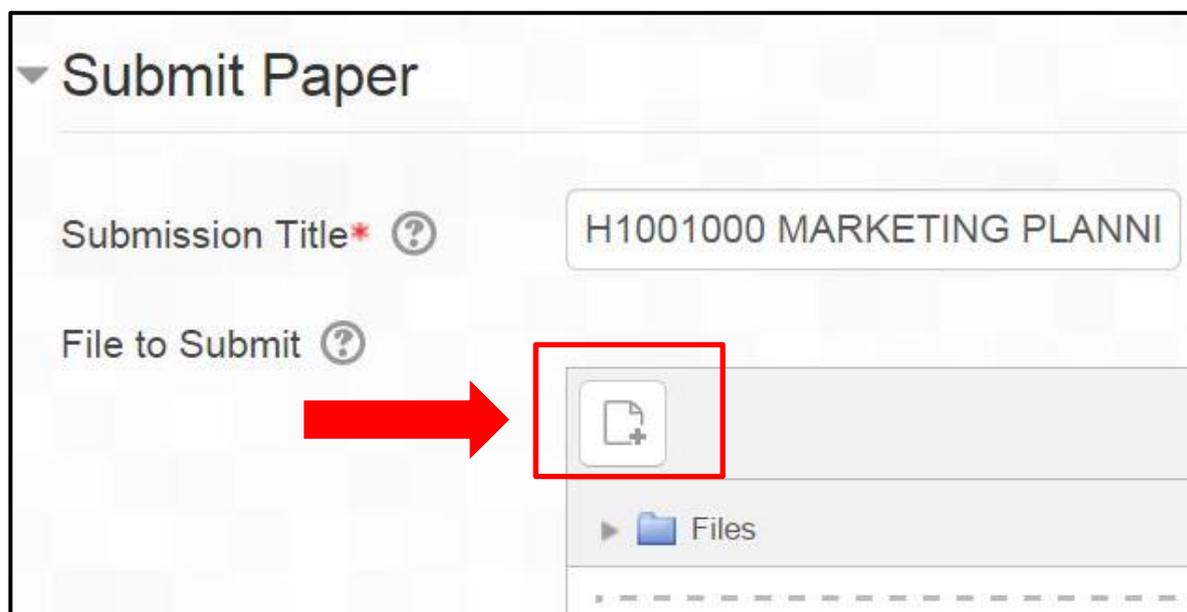
File to Submit ? Maximum size for new files: 512MB, maximum attachments: 1

Files

You can drag and drop files here to add them.

Add Submission

8. Click on the upload button to select your assignment



Submit Paper

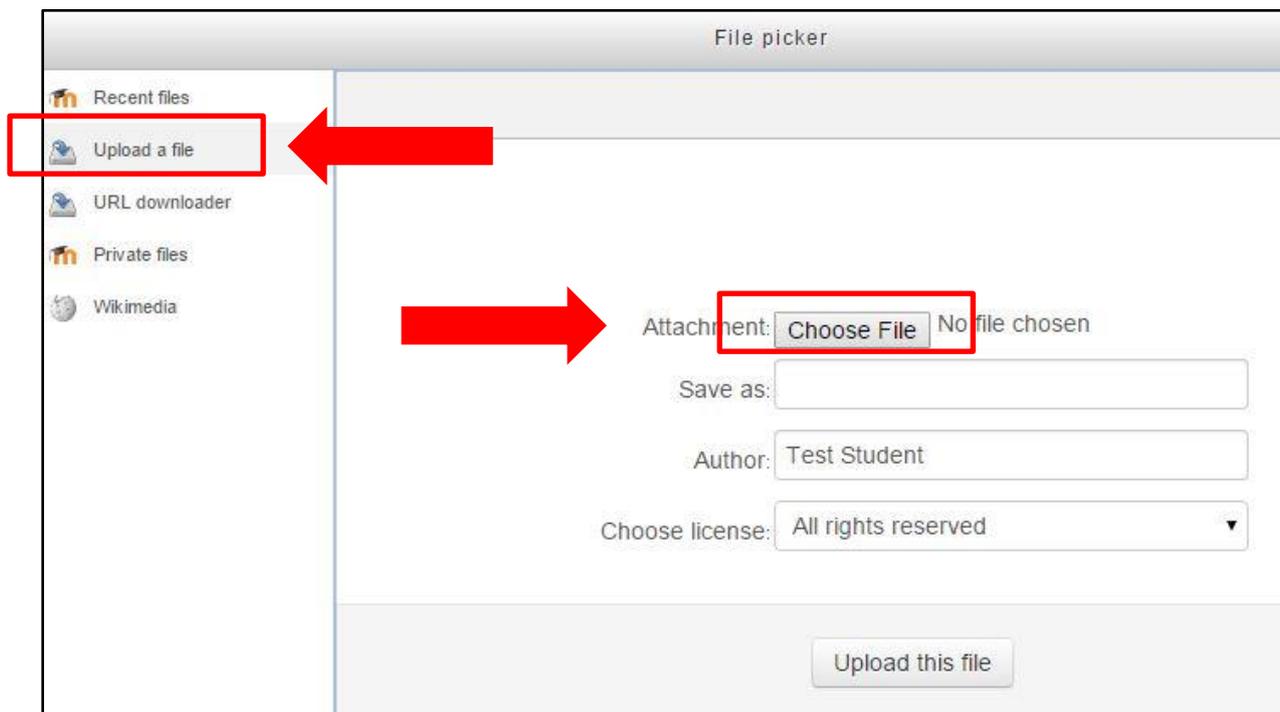
Submission Title* ? H1001000 MARKETING PLANNI

File to Submit ?

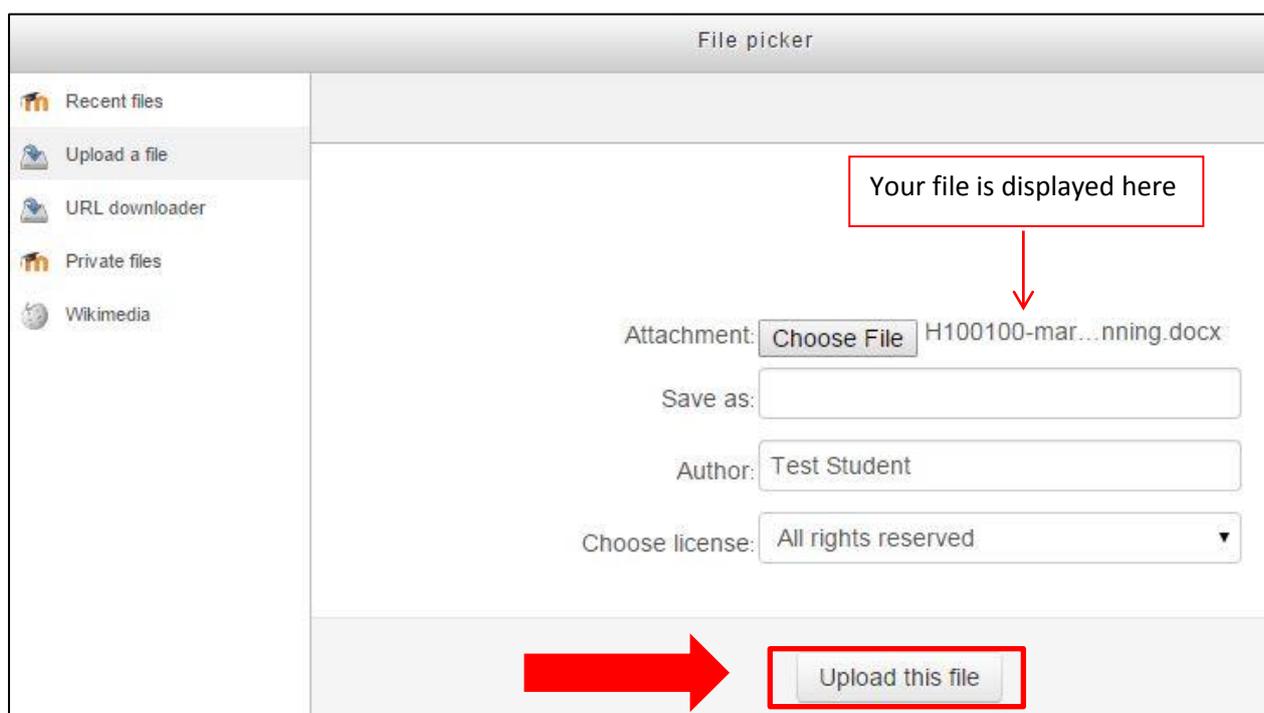
Files

9. Click 'upload a file' and then 'choose file' to select a file from your computer.

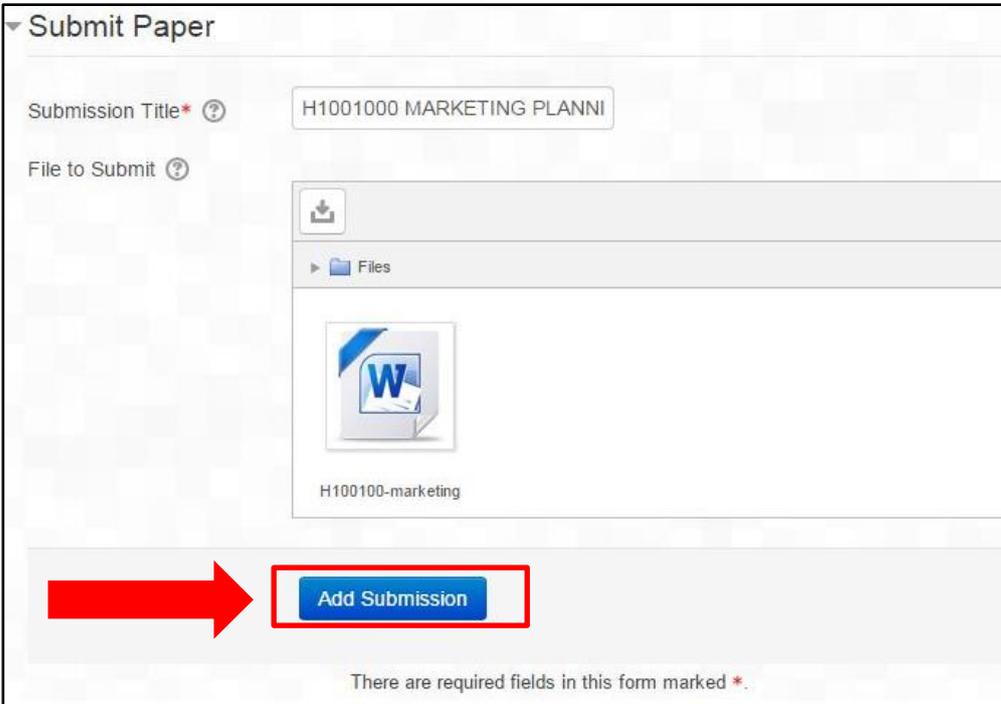
This must be in Microsoft Word format.



10. Your chosen file will be displayed. Click on 'Upload this file'

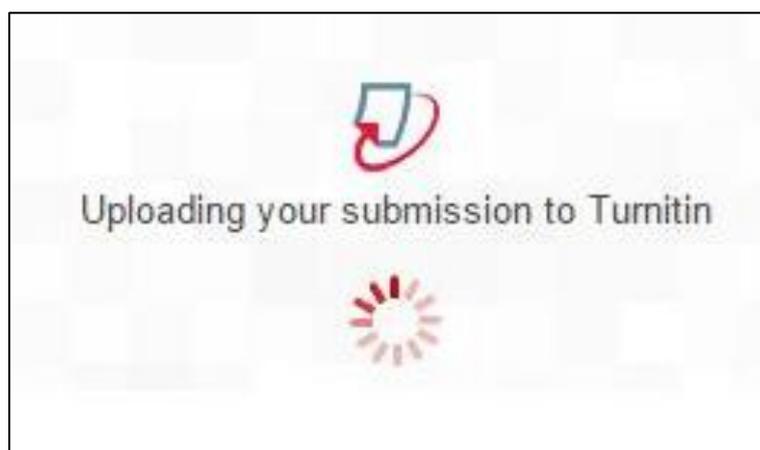


11. Click 'Add Submission' to submit your assignment. (If you have uploaded the wrong file, you can right-click the file and select delete and then upload the correct file. Click 'Add Submission' to submit.)

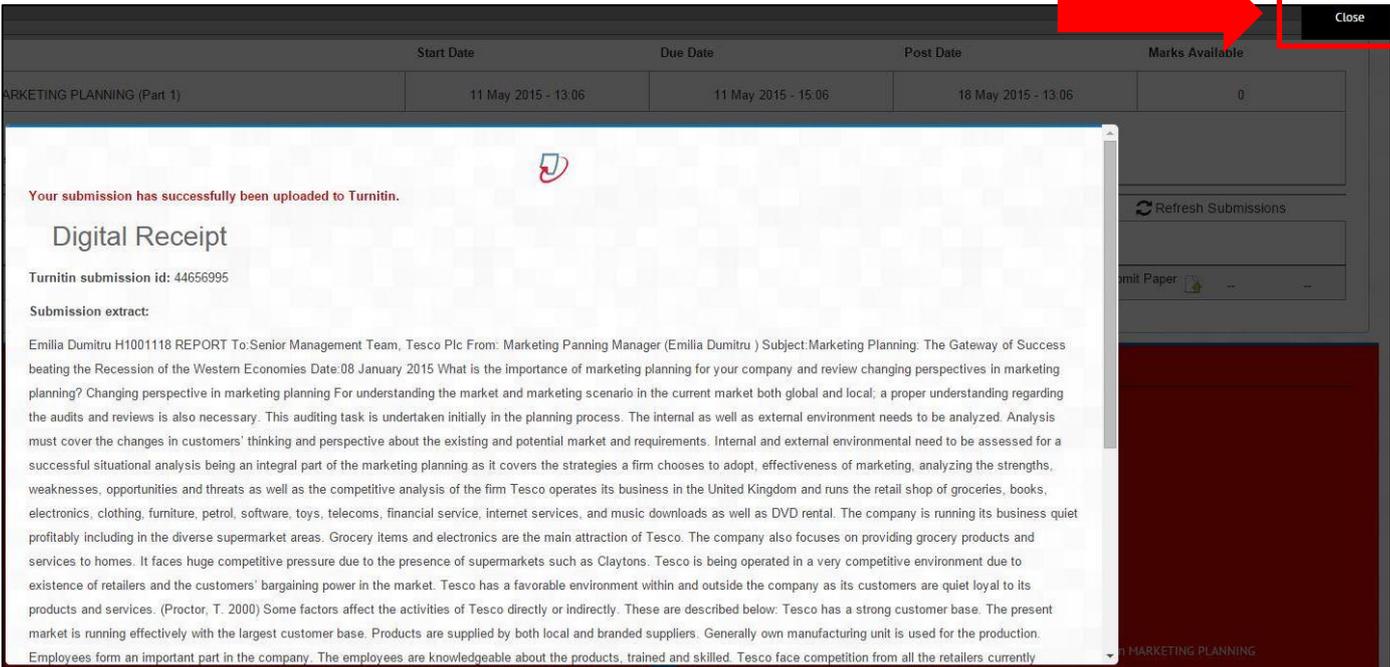


The screenshot shows a 'Submit Paper' form. The 'Submission Title*' field contains 'H1001000 MARKETING PLANNI'. The 'File to Submit' field shows a file icon and a folder named 'Files' containing a Word document icon labeled 'H100100-marketing'. A red arrow points to the 'Add Submission' button. At the bottom, a note states: 'There are required fields in this form marked *.'

12. Please wait while your file is being uploaded. Do not close your window or your assignment will not be submitted.



13. You will receive a receipt to confirm your assignment has been uploaded. Click 'Close' to close this message.



14. You can now see your assignment. Please wait while your Originality Report is generated. This may take 5-10 minutes.

	Start Date	Due Date	Post Date	Marks Available
Submit MARKETING PLANNING (Part 1)	11 May 2015 - 13:06	11 May 2015 - 15:06	18 May 2015 - 13:06	0
Turnitin submission details for your assignment for MARKETING PLANNING				
				Refresh Submissions
Submission Title	Turnitin Paper ID	Submitted	Similarity	
View Digital Receipt H1001000 MARKETING PLANNING	44656995	11/05/15, 13:23	Pending 	Submit Paper  

This shows that the Originality report is still pending

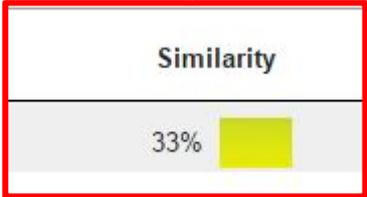


15. You can now view the Originality Report for your assignment. **The similarity rate for your assignment must be 20% or less or your assignment will automatically be a REFER.**

Showing 1 to 2 of 2 entries. (filtered from 466 total entries)

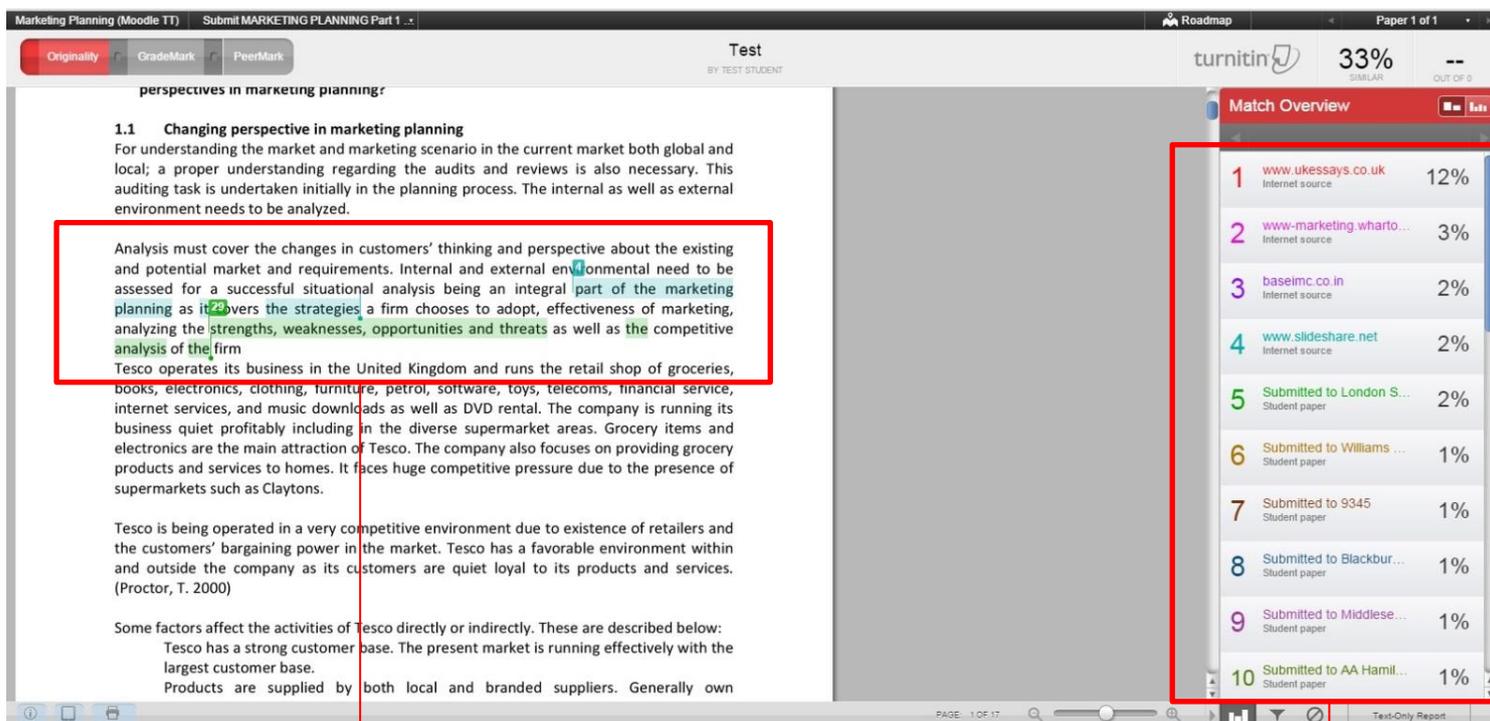
Student	Submission Title	Turnitin Paper ID	Submitted	Similarity
Student, Test	Test	44661682	11/05/15, 14:06	33%

This assignment has a Similarity rate of **33%** and must be reworked. Please see the steps below about how to resubmit.



Similarity
33%

16. Click on the Similarity percentage to open your assignment. You will find a detailed report with information about plagiarism.



Marketing Planning (Moodle TT) Submit MARKETING PLANNING Part 1... Roadmap Paper 1 of 1

Originality GradeMark PeerMark

Test
BY TEST STUDENT

turnitin 33% SIMILAR OUT OF 0

perspectives in marketing planning

1.1 Changing perspective in marketing planning
For understanding the market and marketing scenario in the current market both global and local; a proper understanding regarding the audits and reviews is also necessary. This auditing task is undertaken initially in the planning process. The internal as well as external environment needs to be analyzed.

Analysis must cover the changes in customers' thinking and perspective about the existing and potential market and requirements. Internal and external environmental need to be assessed for a successful situational analysis being an integral part of the marketing planning as it covers the strategies a firm chooses to adopt, effectiveness of marketing, analyzing the strengths, weaknesses, opportunities and threats as well as the competitive analysis of the firm

Tesco operates its business in the United Kingdom and runs the retail shop of groceries, books, electronics, clothing, furniture, petrol, software, toys, telecoms, financial service, internet services, and music downloads as well as DVD rental. The company is running its business quiet profitably including in the diverse supermarket areas. Grocery items and electronics are the main attraction of Tesco. The company also focuses on providing grocery products and services to homes. It faces huge competitive pressure due to the presence of supermarkets such as Claytons.

Tesco is being operated in a very competitive environment due to existence of retailers and the customers' bargaining power in the market. Tesco has a favorable environment within and outside the company as its customers are quiet loyal to its products and services. (Proctor, T. 2000)

Some factors affect the activities of Tesco directly or indirectly. These are described below:
Tesco has a strong customer base. The present market is running effectively with the largest customer base.
Products are supplied by both local and branded suppliers. Generally own

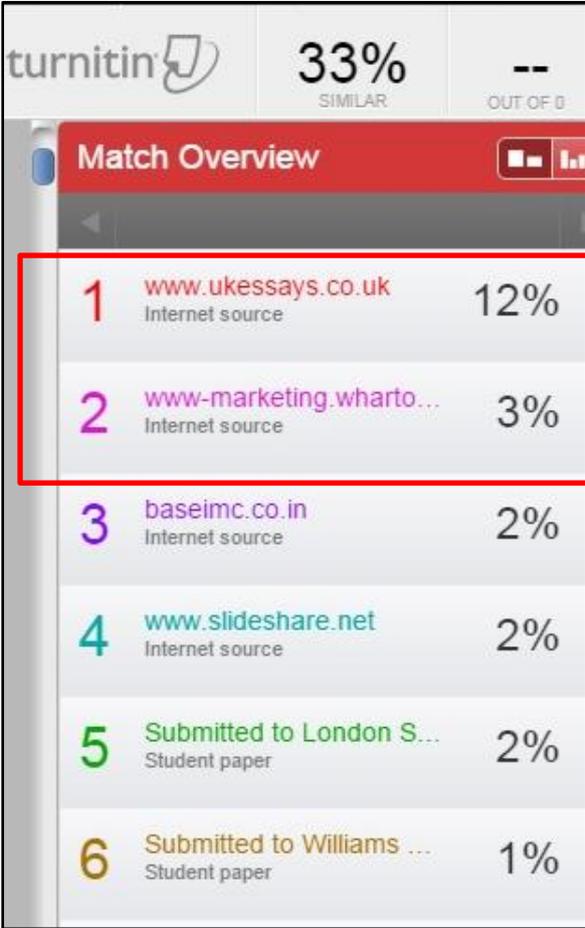
Match Overview

- 1 www.ukessays.co.uk Internet source 12%
- 2 www-marketing.wharto... Internet source 3%
- 3 baseimc.co.in Internet source 2%
- 4 www.slideshare.net Internet source 2%
- 5 Submitted to London S... Student paper 2%
- 6 Submitted to Williams ... Student paper 1%
- 7 Submitted to 9345 Student paper 1%
- 8 Submitted to Blackbur... Student paper 1%
- 9 Submitted to Middlese... Student paper 1%
- 10 Submitted to AA Hamil... Student paper 1%

The sources you have used are highlighted within your assignment.

This section outlines each source you have used in your assignment and the amount you have used it. You are permitted to use a maximum of 2% from each source.

17. Any sections that have a similarity rate of **over 2%** must be amended. You will have one chance to edit your assignment and submit it again so ensure you work carefully as you will not be able to make changes another time.



Rank	Source	Similarity Rate
1	www.ukessays.co.uk Internet source	12%
2	www-marketing.wharto... Internet source	3%
3	baseimc.co.in Internet source	2%
4	www.slideshare.net Internet source	2%
5	Submitted to London S... Student paper	2%
6	Submitted to Williams ... Student paper	1%

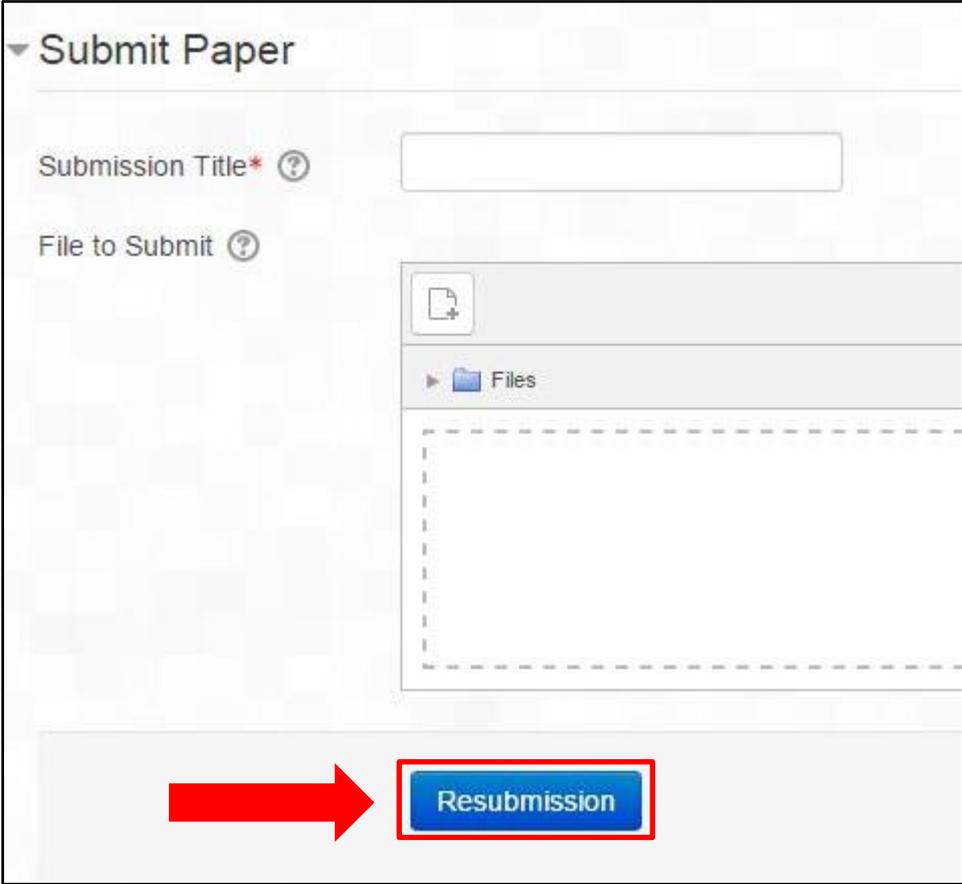
For example, these sections in this assignment are over the 2% limit and need to be edited.

18. After you have edited your assignment, you can resubmit it. Click on the submit icon to upload your edited assignment.



Click on this icon

19. Name the folder and select your file in same way you did previously (steps 7 – 10). Then click 'Resubmission'.



Submit Paper

Submission Title* ?

File to Submit ?

Files

Resubmission

20. After you upload your assignment, the report will be pending. This report will take up to 24 hours to generate.

	Start Date	Due Date	Post Date	Marks Available
Submit MARKETING PLANNING (Part 1)	11 May 2015 - 13:06	11 May 2015 - 15:06	18 May 2015 - 13:06	0

Why:
your assignment for MARKETING PLANNING

Submission Title	Turnitin Paper ID	Submitted	Similarity	
View Digital Receipt H1001000 MARKETING PLANNING	44656995	11/05/15, 13:23	Pending 	Submit Paper  

This shows that the Originality report is still pending



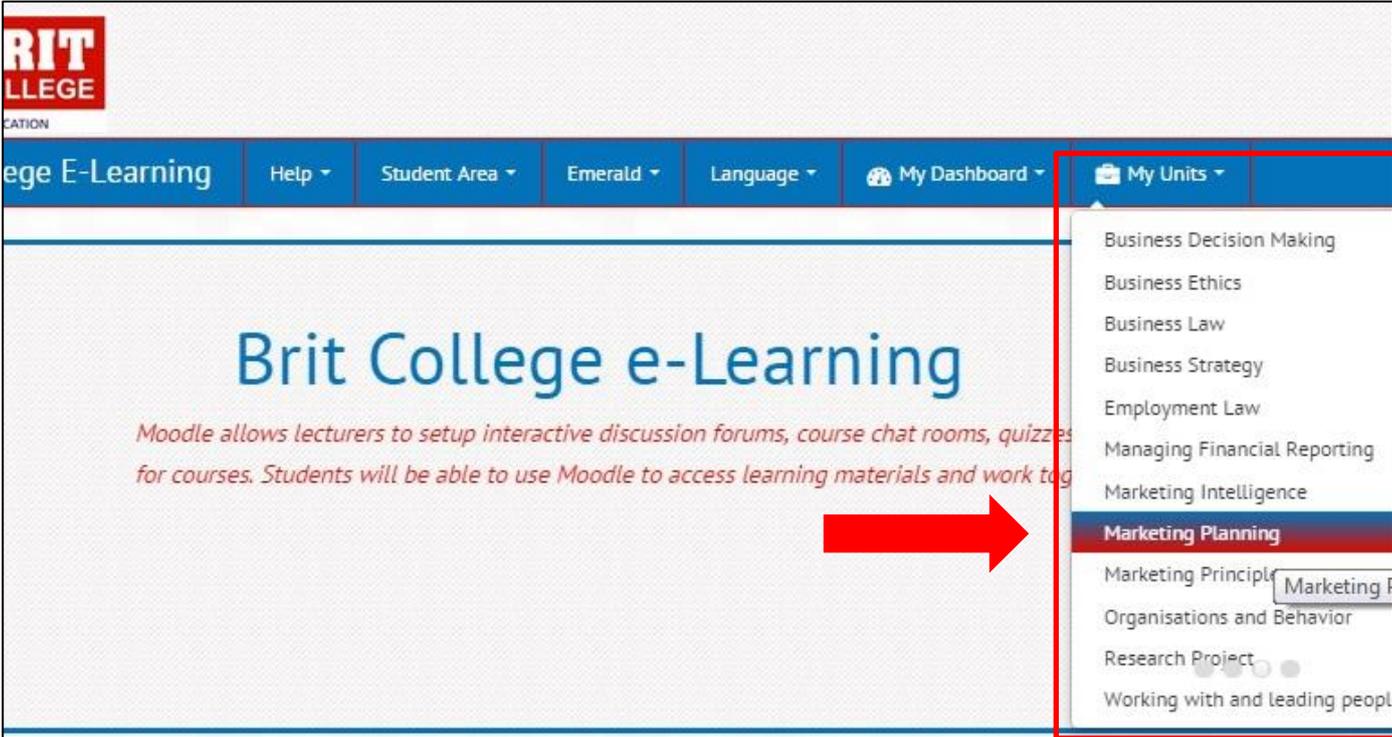
Refresh

Similarity

Pending  [Submit Paper](#) 

21. After you have submitted your assignment a second time, **you cannot resubmit** the assignment again.

22. Follow the same steps to upload assignments for your other modules.



The screenshot shows the Moodle interface for Brit College e-Learning. The top navigation bar includes 'College E-Learning', 'Help', 'Student Area', 'Emerald', 'Language', 'My Dashboard', and 'My Units'. The 'My Units' dropdown menu is open, listing various units such as 'Business Decision Making', 'Business Ethics', 'Business Law', 'Business Strategy', 'Employment Law', 'Managing Financial Reporting', 'Marketing Intelligence', 'Marketing Planning' (highlighted), 'Marketing Principles', 'Organisations and Behavior', 'Research Project', and 'Working with and leading people'. A red arrow points from the main content area towards the 'Marketing Planning' option.