

Marketing assignment

[Business](#), [Marketing](#)



You are required to use KEA as a basis for discussing the following relative global marketing issues. In this regard, you should begin by preparing a brief profile of KEA. Prepare a global strategic marketing plan to support the expansion of the KEA brand in CHINA.

The plan should include a consideration and discussion of the following issues: 1: Critically analyses the macro and micro environment of the market environment in CHINA using appropriate analytical tools (35 marks) 2: Develop appropriate marketing objectives and critically analyses supporting corporate and business strategies to support the expansion of the KEA brand in the CHINA (35 marks) 3: Critically analyses the potential Business Model of KEA and its adaptation for the expansion of the brand in CHINA.

In addition, justify the most appropriate application of the marketing tactics that will support the expansion in CHINA (30 marks) Assessment Criteria:

This assignment requires you to demonstrate your knowledge and understanding of the planning issues surrounding the entry of KEA into CHINA. You are required to examine and evaluate the environment (competitive and politico economic), and to evaluate the marketing strategies and business model of KEA and their suitability to the Chinese marketing entry.

Your valuation must not be descriptive in nature; it should provide clear evidence of your understanding of the issues surrounding the business model adopted by KEA. Your evaluation must be supported by; information from industry sources, academic theories and concepts and the paper must comply with the report format and the Harvard referencing guidelines. There

is no correct number of academic references to be utilities as the student must draw as many references as required to provide a high quality answer.

However, a minimum of 12 academic sources are expected, and a majority of these should be current, internationally peer reviewed articles/journals or accredited textbook references. Sources such as Wisped are not accepted. Sources available only online should be avoided. You must be mindful that marks will be allocated based on your knowledge and comprehension and your ability to define, explain, apply, analyses and evaluate the key concepts.

The chart below demonstrates how the marks (for content) will be allocated according to the criteria shown. Specific Module Guidance To achieve a pass level mark you must ensure that you: (i) apply your knowledge ND understanding of the information required by the task and research the information on KEA from a range of academic sources. This will require secondary research. Additionally you must priorities, analyses and evaluate the efficacy of the information gathered.

To achieve higher marks, in addition to the requirements to achieve a pass mark, you will need to analyses, discuss and evaluate the external factors that may affect the firm's performance in the market, and examine and critique the firms business model. Marking Guide Task: the market environment in CHINA using appropriate analytical tools 2: Develop appropriate marketing objectives and critically analyses supporting corporate and business strategies to support the expansion of the KEA brand

in the CHINA 3: Critically analyses the potential Business Model of KEA and its adaptation for the expansion of the brand in CHINA.

In addition, justify the most appropriate application of the marketing tactics that will support the expansion in CHINA Overall Marking Guide Skill Level Actions carried out by student Maximum marks Achievable 1) UN Student explains/describes key definitions and concepts related to the task described above. 0 2) AP Student applies knowledge gathered from: the instructor, industry sources and academic sources to explain the efficacy of the business model. 5 3) AN Student analyses: the external and internal environments relevant to KEA entering the Chinese marketplace 65 4) EVE Student evaluates the key issues relating to the development of a marketing plan for KEA in China, Student must demonstrate an ability to consider options and make recommendations based upon evaluation of those options. 100 Total marks available for the assignment 100 Key to skills demonstrated UN Demonstrates Understanding

AP Demonstrates Application of knowledge AN Demonstrates Analytical skills EVE Demonstrates ability to evaluate C. V. Demonstrates ability to critically evaluate Mark Scheme Module Code MOD003470 Module Title Global Marketing Management Academic Year 2014/15 Assessment Number 1 of 1 Weighting 100% Type of Assessment Assignment Word Limit 3, 000 words Written By Dry. John W. Lang Checked By Learning outcomes assessed 1-4 GM ASSIGNMENT - Cot 2014 cohort Marking Guide Detailed Mark Scheme Detailed Mark Scheme - Contains indicative content Marks 1 Areas of knowledge and demonstration of Understanding

Explanations of key concepts of: macro and micro environments Marketing planning Explanation of the terminology used in the planning process 10 2 Application of knowledge Use the researched data to transform into useful information. Information provided to describe/ explain Chug's performance/position/cash flows relative to its competitor Identify significant and appropriate points to comment on/ discuss, based on knowledge and understanding of the KEA data and concepts highlighted, to evaluate market entry options 15 3 Analysis of knowledge and understanding Differentiate between options available to KEA

Analyses the information on the micro and macro environments Analyses the business model and comment on its appropriateness and fitness for purpose 40 4 Evaluation of the validity of the investors criticisms Discuss and justify the marketing plan suggested Drawing on a number of sources of evidence, whose merits have been assessed make a qualitative judgment on potential success of KEA in China 35 Total 100 Note to marker: It is not necessary for a student to address each and every point raised in the mark scheme in order to gain full marks. The points are indicative of the expected content of the students' assignments.