

Marketing and case study

[Business](#)



Assessment task instructions This is an open-book assessment. Your task is to prepare an extended response to questions. In preparing your response you should firstly read the accompanying case study which gives background information about the organization.

You should then answer the following questions, relating your responses to the case study where appropriate. 1. Identify three key characteristics of the marketing concept. 2. Explain Britain's micro and macro environment.

3. Explain why market research and the information gathered are important to an organization like Britain. 4.

Explain how Britain might collect and use market research information. Include one quantitative and one qualitative research technique in your response.

5. Explain the process of marketing segmentation and targeting and the benefits of segmentation and targeting to Britain. 6. Explain marketing theory in relation to each of the 4 As. Explain the factors that would affect how Britain might decide on their choice of each of these items.

A. Product mix and individual products b. Distribution channels c. Pricing methods d. Promotional methods 7.

In marketing a service, explain the importance of: a.

Process b. People . Physical environment 8. Explain how Britain might adapt their marketing mix in response to three possible changes in market conditions.

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Distribution channels c. Physical environment changes in market conditions. Book assessment. Your task is to presentment task instructions This is an open-book assessment. Your task is to prepare an extended response to questions. In preparing your response you should firstly read the accompanying case study which gives background information about the organization.

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In preparing your response you should firstly read the accompanying case study which gives background information about the changes in market conditions. Len preparing your response you should firstly read the organization. You should then answer the following assessment task instructions Explain Brittle's micro Ana macro environment. Changes in

market conditions. Actions, relating your responses to the case study where
c Pensacola environment changes in market conditions.