

Marketing objectives assignment

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Performance objective In this task you are required to develop a management plan for provided marketing information to monitor and review its progress after a period of time. You will also need to delegate roles to individuals within the organization, establish and use KPIs to assess progress, and communicate information about marketing activities as required. Assessment description As part of this task, you will need to ensure that you understand the mission and strategic objectives of your organization, in particular the marketing objectives and legislation requirements.

Such legislation requirements would cover areas such as: copyright laws, privacy laws, Trades Practices Act, Direct Marketing Code of Practice and defamation laws. You will need to develop plans for managing the marketing activities for the organization, with specific attention paid to the integration of marketing and sales activities and the delegation of roles and responsibilities to individuals and teams within the organization.

You will need to develop materials to communicate the marketing objectives and management processes for the marketing plan for a range of staff and stakeholders, and will need to monitor and review the progress of the marketing objectives over time. An understanding of relevant economic, social and industry directions, trends and practices will be required to assist completion of the assessment. Procedure using the case study information provided, develop a management plan for the marketing activities being conducted within your organization.

This should include information under the following headings: 1 . Marketing activities: Review proposed marketing activities and accompanying information to identify and describe three activities that show the potential for the organization (within the established marketing objectives). Marketing objectives: annum with an anticipated growth rate of ten percent In the coming year. * market share (up from 11%) * Increases in sales by 8. 5% over last years result. He stores achieved \$24, 680 per week for the year.

Marketing activities Here we present the marketing activities that show potential for the organization's growth in seasonal demand that occurs during this period. * Increased marketing – focus on magazine advertising and PR * In-store promotions and web based promotions – in store displays will feature advertising visuals and link the featured products with other areas in Housing's assortment. At the same time, the company's web page will also carry the advertising visuals on the home page and will use the PR copy in article marketing on popular article content site.

The weapon will be targeted towards the key words found in the PR article and featured in advertising of ' stylish bathroom' and ' exotic mirrors'. These keywords will also be secured via pay-per-click traffic directing. * Focus in bathroom fitting and mirror categories with linkages to the other two categories of bathroom fitting and decorative items. * Key drive in achieving the marketing objectives is through the opportunity of having advertising space together with a PR write up in one of the leading home-ware magazines and their website. . Integration of organizational activities:

Discuss and prepare a brief summary ascribing how the range of marketing, promotional and sales activities (detailed in the provided case study

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information) can be integrated to ensure the achievement of the established marketing activities. 3. Monitor progress: How could you monitor the product, distribution, pricing and marketing communication policies in relation to market changes, marketing plan objectives and organizational requirements?

Monitoring progress would also involve an evaluation of statistical and data techniques to measure marketing performance (using information from the case study). 4. Distributing and pricing: Review the proposed models for distribution and pricing of product, and describe how this should be adjusted to allow for the market fluctuations (as identified in the case study). Provide a plan for how distribution and pricing can be monitored over time, in relation to market changes and adjustments in organizational requirements (as described in the case study), to create monitoring reports for your organization. . Kips: Provide a plan for how progress (using the metrics of return-of-market- investment and market share) can be measured against performance targets, to ensure that marketing requirements are being met. 6. Delegation: Develop draft staffing proposals (including any new staff you believe marketing activities and efforts within your organization. Once you have provided the information above, you need to submit an action plan (with time frames) to the CEO (your assessor), based on the information you have gathered about the proposed marketing activities and your management plan.

In particular you should list and decide on the proposed delegation of roles and responsibilities for marketing efforts described in your management plan. Based on he Coo's approval, you should develop information to be <https://assignbuster.com/marketing-objectives-assignment-essay-samples/>

shared with relevant personnel in your organization, including all information provided under each heading above, as well as: * Communication:

Describing the communication strategies to be put in place to assist individuals in working together to achieve marketing objectives. This should include the Medium used, and a schedule of when the communications should take place.

Specifications You must provide: * A management plan for the marketing activities, with clear strategies and actions for the achievement of marketing objectives [using the same headings for each section listed in Steps 1-6] *

Summary notes for you to take into your meeting with your CEO to give the assessor an idea of how you would “ sell” your ideas to the CEO. Your assessor will be looking for: * Evidence that you analysed and identified the needs of the case study, and reflected these in the management plan you have developed.

Adjustment for distance-based learners: * Complete assessment as per instructions, except the meeting with your manager (the assessor) will be via phone or Spiky or other live telephone or video medium. Case study You are the marketing manager for a chain of home-ware stores in Brisbane called Hoist. The marketing plan for the 15 Hoist stores was developed over 12 months ago and you are actively engaged in implementing the strategies to achieve the marketing objectives. Specifically, you are instigating those marketing activities that meet the marketing objectives of a 12% market share (up from 11%) and an increase in sales by 8. % over last year’s result. No expansion stores are planned during this phase of consolidation and on average the stores achieved \$24, 680 per week for the year. The next six <https://assignbuster.com/marketing-objectives-assignment-essay-samples/>

months of the marketing plan calls for increased marketing to attach the growth in seasonal demand that occurs during this period. In particular, you should focus on magazine advertising and PR, together with in-store promotions and web based promotions. You are assisted in the marketing role by Marie and Tony. Marie manages the advertising/PR while Tony is a specialist search engine optimizer and weapon designer.

You enjoy taking responsibility for the in-store promotions because it keeps you connected with the key personnel and the trends in merchandise category sales. Lamberts Consulting are also a preferred supplier of market research, marketing audits and marketing consultancy. The market for home- wares in Brisbane is estimated last year at \$175 million per annum with an anticipated growth rate of ten percent in the coming year. The next six-month campaign is designed to take advantage of the seasonal growth in bathroom fittings and decorative items.

Some of the leading home-ware magazines are selling advertising space with the opportunity of a PR write up in their magazine and website. You see this as a key driver in achieving the marketing objectives because you are aware that your major competitor is slashing their advertising budget and putting what they have into sponsorships. It is planned that the in-store displays will feature these advertising visuals and link the featured products with other areas in Housing's assortment.

At the same time, the company's web page will also carry the advertising visuals on the home page and will use the PR copy in article marketing on popular article content sites. The weapon will be targeted towards the key

words found in the PR article and featured in the advertising of ‘stylish bathroom’ and ‘exotic mirrors’. These keywords will also be secured via pay-per-click traffic directing. All advertising, PR and in-store displays will carry the web address line of ‘Find us at [www. Hoist. Com](http://www.Hoist.Com)’.

To date, the weapon has simply been about company and product information with no opportunity for customers to order and pay online. This is one area that Lamberts Consulting has recommended to the board as an area that should be considered in the distribution channel options. You have been asked to fit this into the plans over the next six months. Lamberts has also alerted the company to the fact that the strong Australian dollar was making their imports cheaper to buy, outing pressure on the local suppliers to match prices.