

Assesement marketing octo assignment

[Education](#)



Core Learning Outcomes for this assessment Core Learning Outcome On completion of this assessment you should be able to: Threshold Standards To achieve the learning outcome you must demonstrate the ability to: Core Learning Outcome 2 Appraise and contrast marketing theories and related information/data to enable the placement of effective marketing mix planning for a target market/specific audience.

Exhibit a postgraduate level ability to identify, analyses and appraise relevant/ appropriate marketing theories. Express a postgraduate level understanding of the role and value (for marketing), of effective targeting of products and services as well as a postgraduate level ability to identify/gather marketing-relevant data/information, in order to support your marketing mix plan proposals.

Assessment Method* Description of Assessment Method Weight Learning Outcomes Assessed Submission week (assignments) or length (exam) Academic Week 14 WAR-I Individual Written Report 70 x Task In assessment 2, you are required to use the information/analysis you gathered/ carried out for assessment 1 as the basis for an appropriately and significantly revised marketing mix for the currently underperforming product you identified and analyses, for a specific target market of your choice.

As part of the process you are required to identify and appraise the existing marketing mix and contrast current marketing theories and related information/data so as to ensure that (in this assignment), you develop a revised, balanced, effective ND relevant new marketing mix strategy. This must be relevant / appropriate to your key target market/specific audience.

Format for submission This assignment should be submitted in a short (but strictly), Marketing Report format. A pro-format with key headings will be provided for you in BRED.

A minimum of 16 different referenced academic sources are required. No more than 20% of all ‘academic’ references may be from non-peer reviewed sources. The sources of all figures and data included in your report must be clearly cited in their relevant/appropriate places within your report, as well as in the reference section of the document. Word limit: 3000 words (+1-10%) Extent of Collaboration Allowed This is an individual assignment and therefore no collaboration with other individuals undertaking this assessment will be allowed.

Marking Criteria Maximum Mark Knowledge & Understanding: appropriate marketing mix theories. Apply relevant/appropriate marketing mix theories in an appropriate way to the task, with originality and autonomy. Apply relevant conceptual structures and argument making excellent use of scholarly conventions Demonstrating independence of thought and intellectual rigor and consistency. 40% of the overall mark. Intellectual (thinking), Practical and Affective Skills Analysis and application of key issues/concepts/ethics.