

Marketing principles questions assignment

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



The assignment contains two parts. The first part of the assignment is based on the 1 5 Pass criteria testing the students' knowledge of key principles and theories in marketing. The second part of the assignment is a case study which aims at students' ability to apply the theories in real life examples. The case study aims at merit and adolescently criteria since students need to identify which key theories, principles they need to the questions. The last part of the report is a reflection of their learning process.

In writing this report student must present his or her own work. However, they will Leary have to work with and present the work of others. Students must indicate the relevant source(s) of material that they present to support their work. Specification of Assessment Assignment: Part A requirements: 1 . 1: Define marketing and explain the elements of the marketing process 1. 2: Evaluate the benefits and costs of a marketing orientation for a selected organization. Explain customer and competitor orientation and competitive advantage.

Highlight the importance of customer satisfaction, customer care and relationship marketing. 2. 1 : Show macro and micro environmental factors which influence marketing decisions. Explain the importance of stakeholders; describe the competitive environment (Porter's 5 forces analysis) MI : Choose an industry and analyses the competitive environment for selected industry and suggest appropriate strategies that can be adopted by the companies in this industry. 2. 2: Propose segmentation criteria to be used for products in different markets.

Chose one example for demographic and one for geographic segmentation.

2. 3: Choose a targeting strategy for a selected product/service. (Selecting a product from the Industry in MI will be appropriate) 2. 4: Demonstrate how buyer behavior affects marketing activities in efferent buying situations. 2. 5: Propose new positioning for a selected product/ service. (Selecting a product from the Industry in MI will be appropriate) 3. 1: Explain how products are developed to sustain competitive advantage. Explain product lifestyle and product mix. . 2: Explain how distribution is arranged to provide customer convenience. Explain the role of intermediaries. 3. 3: Explain how prices are set to reflect an organization’s objectives and market conditions, explain pricing strategies. 3. 4: Illustrate how promotional activity is integrated to achieve marketing objectives. Explore promotion mix, push and pull strategies. 3. 5: Analyses the additional elements of the extended marketing mix and their significance. 4. 1 : Plan marketing mixes for two different segments in consumer markets. . 2: Illustrate differences in marketing products and services to businesses rather than consumers, differs from domestic marketing. Show the importance of the ELI, explain international marketing mix strategies. Del : Critically reflect on your task. What did you learn from it, what were your strengths and weaknesses, what skills and knowledge did you acquire? Part B requirements: Struck Coffee Company is the largest coffee company in the world with 16, 635 stores in 55 countries, 11, 068 of them in the United States.