

Marketing strategy assignment

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



Marketing Strategy MAKE – 306 Assignment Guide – 2013 -14 Module Leader:
Sadists Ads Email: sadists.AC. UK Introduction to the
Assignment: Please read all Instructions and Information carefully. You are
required to submit your work under the university Infringement of
Assessment Regulations.

Your assignment must be submitted to your Study Centre in hard copy with
an accurately and clearly completed Assignment Cover Sheet, and an
electronic copy on CD in an envelope [hole punched or safely secured into
your plastic file or assignment wallet]. Please do not include a plastic CD
case/box and remember to write your student code and assignment code
clearly onto the disc and envelope. You will need to achieve an overall mark
of 40% in order to successfully complete this module.

Sadists Ads Module Leader – MAKE 306 2 Page Assignment: Mode of
Assessment: Individual Report weighting: 100% Module Assessor: Augusta
Ads Issue Date: w/c 1st February 2014 Submission Date: Word Count:
3500 words (+1- 10%) Assignment Brief: The task is divided into two parts
(Part 1 & Part 2) and candidates are expected to address both. Your task is
to identify a Branded Mobile Phone Network provider**; and then analyse,
evaluate and prepare an individual report (3500 words +1- 10%) addressing
the following issues... | Page 0 part 1: Using appropriate sources, identify
their existing marketing strategy and value creation process [Weighting –
30%] 0 Research, analyse and evaluate the key strengths and weaknesses
of their existing marketing strategy part 2: 0 Using appropriate theories (and
real-life/academic case studies) suggest alternative strategic approach for
increasing their market share, profitability, and long term value creation
<https://assignbuster.com/marketing-strategy-assignment/>

[Weighting – 40%] Candidates are encouraged to evaluate, analyse, and recommend marketing strategies for their chosen company within a specific context of their choice (I. . I-J, Germany, Malaysia, Trinidad etc.). For the purpose of this assessment students need to focus on marketing strategies been used mainly at the BBC level. Your arguments, findings and recommendations should be supported by theories, facts and figures published within academic books, journal articles, recognized business magazines and market intelligence reports. Ranged, nationally recognized (at least), and it MUST have a website. Example: Avoidance, 02, Three, E, Virgin etc. N. B. Please note the maximum word count excludes Appendix and References. Page Submission Policies: 1 . You are required to submit your work within the bounds of the University Infringement of Assessment Regulations. 2. Your assignment must be submitted to your Study Centre in hard copy with an accurately and clearly completed Assignment Cover Sheet and an electronic copy on CD put into an envelope, hole punched or safely secured into your plastic file or assignment wallet. 3. Please do not include the plastic CD case/box and remember to write your student code and assignment code clearly onto the disc and envelope. 4. All works submitted MUST be original.

If under any circumstances a student is found to be violating any of the ‘ Academic Integrity’ rules, the university deserves the right to take legal and disciplinary actions against the individual. 5 Page Assignment Structure: This is an individual assignment as a single report in two parts. Candidates are encouraged to be creative with their analysis and recommendations by using horses covered in the class. The following structure is for illustration purpose

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only, candidates are highly encouraged to design their own report structure answering the questions given in PART 1 & 2. Title page 0 Executive Summary 0 Table of contents 0 Introduction 0 Methodology 0 Situational Analysis – current strategies 0 Segmentation Targeting & Positioning (STEP) 0 Differential advantages/weaknesses (USPS) (SOOT) (PESTLE) 0 Recommended objectives and goals (SMART) 0 Recommended Marketing Strategies and Programmers 0 Bibliography (with references) An electronic copy on CD 0 A receipt from Turbulent Please remember that this is only a rough guideline and candidates are encouraged to structure their report according to their preference. 1 Page Detailed Explanation of Individual Sections: You're aiming for a 3500 word report following the given structure... Title: In a short report this may simply be the front cover. In a long one it could also include Terms of Reference, Table of Contents and so on. Executive Summary: Give a clear and very concise account of the main points, main conclusions and main recommendations. Keep it very short, about a page or a few % of the total length. Some people, especially senior managers, may not read anything else so write as if it were a short stand-alone document.

It isn't but for some people it might as well be. Keep it brief and free from jargon so that anyone can understand it and get the main points. WRITE IT LAST, but do not copy and paste from the report itself; that rarely works well. Introduction: This is the first part of the report proper. Use it to paint the background to the problem' and to show the reader why the report is important to them. Give your terms of reference (if not in the Title Section) and explain how the details that follow are arranged. Write it in plain English.

Current Situation: This is where you report the facts as they are now. It will probably have several sections or sub-sections each with its own subtitle. It is unique to your report and will describe what you discovered about the problem'. Take care to answer the exact question which has been set – if you write about retail outlets when the question is about a specific brand you will lose valuable marks and possibly fail. If in any doubt ask your tutor! These sections are most likely to be read by experts so you can use some appropriate jargon but explain it as you introduce it.

You are supposed to be demonstrating your understanding of the topic so this is a great opportunity to arrange the information logically, putting things in order of priority most important first. In fact, follow that advice in every section of your report. You may choose to include a Discussion in which you explain the significance of your findings but remember to use a report style structure throughout your work. 71 Page Recommendations: This is the heart of your report. What do you suggest should be done? Don't be shy; you did the work so state your recommendations in order of priority, and in plain English.

Again it will probably have several sections or subsections each with its own subtitle Conclusions: Present the logical conclusions of your investigation of the problem'. Bring it all together and maybe offer options for the way forward. Many people will read this section. Write it in plain English. If you have included a discussion then this section may be quite short. To want to see. As a guide, if some detail is essential to your argument then include it n

the main body, if it merely supports the argument then it could go in an appendix.

Make sure you signpost this information in the main body of your report. 8 | Page Marking Scheme An excellent assignment. It demonstrates a high level of understanding of the learning outcomes. The report provides evidence of significant understanding of marketing strategy theory/techniques and its application to the selected organization. All decisions are logical, coherent, fully justified, explained succinctly and coherently, but also demonstrates a high level of insight and originality.

The restoration is of a very high standard demonstrating a professional approach which is generally free of errors. MM (60-69%) A very good assignment. It demonstrates a reasonably high level of understanding of the learning outcomes. The assignment provides evidence of understanding of organization. All decisions are logical, justified and explained however are less strong in terms of insight and originality. The presentation is of a high standard and predominantly free from errors. 2. 2 (50-59%) A good assignment. It demonstrates a sound understanding of the learning outcomes.