

**MARKETING END OF SEM**  
**ASSIGNMENT INSTRUCTIONS**  
**PLEASE GO THRU CAREFULLY**

**Please use the prescribed text book to get good marks. Help me get High Distinction!**

- Answer all 4 questions.
- 750 words per question. Total 3,000 Words excluding reference.
- Due - 25 May 2020

**Chapters**

- 1 Overview of Marketing
- 2 Developing Marketing Strategies and a Marketing Plan
- 3 Social and Mobile Marketing
- 4 Conscious Marketing, Corporate Social Responsibility, and Ethics
- 5 Analysing the Marketing Environment
- 6 Consumer Behaviour
- 7 Business-to-Business Marketing
- 8 Global Marketing
- 9 Segmentation, Targeting, and Positioning
- 10 Marketing Research
- 11 Product, Branding, and Packaging Decisions
- 12 Developing New Products
- 13 Services: The Intangible Product
- 14 Pricing Concepts for Establishing Value
- 15 Supply Chain and Channel Management
- 16 Retailing and Omnichannel Marketing
- 17 Integrated Marketing Communications
- 18 Advertising, Public Relations, and Sales Promotions
- 19 Personal Selling and Sales Management

# Assessment Purpose

The purpose of the End of Semester Essay is to showcase your skills.

The questions are an opportunity to demonstrate mastery of the content

- Learning outcomes covered
  - L01: **Define, explain and illustrate marketing concepts**, including the marketing mix, and their application to profit oriented and non-profit organisations;
  - L03: Explain and illustrate the need for a marketing orientation in the competitive global business environment;
- Covers Chapter 1-19

# Content Coverage

- Draw on the whole of the semester content, draw on the textbook, and your own research.
  - In-text citation and end of essay question reference lists required.

Valuation will be on technique, technical language and reasoned argument in addressing the questions. And Text Book Text Book: Marketing 6th Edition By Dhruv Grewal and Michael Levy

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## Technique Criteria

UHD	SHD	HD	D	C	P	PX	EF
10	9	8	7	6	5	4	0
<p>Top of the HD performances. It is a definitive work, the excellence of execution, and the shining star of the assessment season. The answer is precise, concise, uses supporting evidence, produces an insight into your understanding, and shows a level of creativity supported by an evidence led argument.</p>	<p>You've written an answer that goes to the heart of the question, and brings back insight, understanding and awareness of marketing. It reads like an short essay, crafted and created with purpose within such a short time frame.</p>	<p>Good argument, solid communication of understanding and displays of insight. You've drawn on class examples, external sources, the text and there's evidence of insight. The arguments fit the evidence and support the answer.</p>	<p>An answer is present, easy to find, and makes sense with the supporting justifications. You've paid attention so far in the semester, and can drop in supporting arguments from your studies. You've joined the dots on the concepts, arguments and frameworks.</p>	<p>Draws on external sources (textbook, other materials) every now and then in the answer. The question is answered, and you've addressed the main points, and presented an okay answer.</p>	<p>Answers that are basically "I feel that..." or "I reckon that..." rather than an exam answer. If I get an opinionated view of an answer, and nothing much else, then I can't regard your word as evidence.</p> <p>Minimal points.</p>	<p>If you must, try placing random strings of ideas that may or may not be connected to marketing.</p>	<p>No answer present</p>
<p>Length is well balanced compared with your other two answers</p>				<p>Short end of the answer spectrum</p>	<p>Have an answer that is <u>incomplete</u>...</p>	<p>Less than a paragraph.</p>	<p>****</p>

# QUESTIONS

Q1: What changes for the role of marketing in society when a global business environment no longer has global access to physical distribution channels?

Q2: With direct distribution channels through home delivery, and an increased time spent working from home, what type of new market segment can you identify emerging as a result of social distancing and self-isolation arrangements brought about by the COVID-19 pandemic?

Q3: There are four elements of the marketing mix, and each element interweaves and overlaps with the other three components. With this in mind, for you as a marketing student, which of the four would you adjust first if you needed to make a major change in your marketing strategy? What ripple effect does this mix element have on the other three components?

Q4: How do tools like marketing research, philosophies such as market orientation, and research domains such as consumer behaviour, enable marketing to provide businesses with a way to address the competing needs of their markets and their stakeholders?