Type:

Essay (any type)

Service:

Editing

Pages:

8 pages / 2200 words

Level:

University

Language:

English (US)

Deadline:

Aug 23, 07:46 PM

Final version:

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Topic:

Marketing Plan

Subject:

Marketing

Sources:

6 sources required

Style:

Harvard

Description

required to produce a 2,500-word outline marketing plan. This plan will provide a situational analysis for an organisation of your choice (this could be the organisation you work for), set out objectives and a recommended strategy, and provide detail on the operational elements of the tactical marketing mix for the next 12 months for ONE geographic market and ONE target segment. This should include a theoretical critique examining the robustness of the plan, a consideration of the effectiveness of models and frameworks utilised in the specified industry context, and any differences between the theoretical underpinning and practice elements. The purpose of this assessment is to assess your ability to employ concepts and theory from the field of marketing to practice for an organisation and industry of your choice. To support your learning, in Week 5 you submitted a draft of your SWOT analysis and received feedback in Week 6. You should use this feedback to improve your final submission. Format for Assessment: The essay will need to be submitted as one document using Microsoft Word. As a student of the University of Lincoln, you will have access to Microsoft 365. The essay is limited to 2,500 words +/- 10%. The word count includes everything in the main body of the text (including headings, tables, citations, quotes etc). It does not include your reference list. The word count should be clearly stated on the first page of the assignment. In your Appendix, you are allocated 4 pages for additional tables with excessive word count. It is suggested that you include your PESTEL analysis and any risk assessment data here. Your SWOT should be in the main body of text.   Please follow these formatting guidelines: Font / Size: Arial / 12 Spacing / Sides: 1.5 / Single Sided Page numbers required? Yes Margins: At least 2.54 to left and right and text ‘justified’ Referencing: Full compliance with Harvard protocols If you submit an assignment which exceeds the prescribed word limit, marking will cease at the point at which the limit has been exceeded and the mark will be awarded based on the extent to which the criteria for assessment have been met up to that point. (Outstanding application of strategy and development of tactical plan to professional level with very strong focus on strategic elements. Shows a sophisticated fit with the brand / industry context. Demonstrates total integration of the marketing mix , Language is clear and expressive. Always conveys meaning clearly, with no grammatical or spelling errors. Exceeds expectations with meaningful transformation of assignment parameters, task and purpose). Ensure all sources referenced in your assessment are correctly listed according to the Harvard System of referencing. This includes statistics in the audit models. Include only sources that you have cited in the work. If you consult any sources which you have not cited, they should be listed in a Bibliography. It is very important to use appropriate academic books/e-books and journals/e-journals and business databases as the basis for your research. Whilst you may use the internet, take great care to ensure that the sites are valid and appropriate for academic purposes – sites such as Wikipedia, Businessballs.com, MindTools.com etc. are inappropriate for academic research. You may find industry body websites useful for your situational analysis research. Generic Feedback - Make sure you present the SWOT in the four-box format. - Source those points so they can be attributed to the audit and they do not appear as subjective (just your opinion) and use stats where possible. - For strengths, try and think about what is unique to your brand and can be defended against competitors. A strength is not just a descriptive feature about your brand, it should be something that you’re good at, even excel in. - Are your opportunities and threats making good use of your PESTEL and Porter’s Five Forces analysis? This is all about external macro factors. - Check that you haven’t put strengths and weaknesses in your opps/threats. - The drivers analysis is a write-up of the SWOT and the SWOT is a synthesis of the whole audit so this would answer the question ‘Where are we now?’. It doesn’t need to answer the question ‘Where do we go now?’ because that goes in the next section of the marketing plan. If you look at PR Smith’s framework for the marketing plan, the order is Situational Analysis, Objectives, Strategy, Tactics, Action, and Control. - Don’t focus the SWOT onto one area of interest e.g. let’s just look at digital marketing? Keep it on all the activities of the organization / brand / division because you will focus your attention on what to do in the next section of the plan. If you limited the SWOT, you would run the risk of missing out on a big important issue that could impact your business e.g. you might miss an area that a digital disruptor will consider game! - When you write the analysis, also think about how you can overcome your weaknesses to avoid threats or exploit your strengths to take advantage of opportunities. Explore the connections…