



## NBUC - July 2020

### BMPJ 6503 Marketing Management Assignment

Module	: Marketing Management
Term	: July 2020
Online Submission Deadline	: Before 30 <sup>th</sup> September 2020 23:59 (GTM +8)
Word Count	: 3,500 (maximum)

## ASSIGNMENT QUESTION

This paper is to enable you to be familiar with the concepts of marketing management. In your assignment you should choose an organization for the object of your analysis so that you can develop a specific recommendations from its standpoint.

Your paper should evaluate an organisation that markets a product or service of your interest. Discuss its marketing strategies to include the promotion and advertising strategies that are being used. Your paper should cover the competition and you are expected to carry out a SWOT analysis on the organisation of your choice.

Finally Formulate a Marketing Plan to take the product global. Explain your reasons why you have chosen a particular country and make criticism taking into account expected changes in the environment or buyers' behavior. Your paper should clearly define the concepts and tools of the module to develop specific plan of action for the organization.

If you have contact at the organization of interest it is useful to engage with them, however, it is not necessary as your paper can be based entirely on publicly available information. You are strongly encouraged to choose a company where substantial information is publicly available. Do not plagiarise, reference and do cite correctly.

In summary, your paper should cover the following areas:

- a) The organisation and product you have chosen.
- b) The marketing strategies currently used.
- c) A SWOT analysis.
- d) Demonstrate critical thinking of your proposed content in a marketing plan for the product or service to be taken to a foreign country. Justify with reasons.

The proposed format is as follows:

- 1) Executive Summary
- 2) Introduction
  - a. Background of organization
  - b. Overview of product of choice
- 3) Main Body
  - a. Situational Analysis –Marketing Strategies
  - b. SWOT
  - c. Competitor Analysis

- d. Marketing Plan & Recommendations
- 4) Conclusion
- 5) References

### **Further Instructions**

- Font Style: Times New Roman & Font Size: 12 for content, 14 for sub-sections and 16 for main sections
- Line Spacing: 1.5
- Page Layout/Orientation: Portrait
- All the margins should be set about 25mm on both sides (i.e. left & right) of each page and justified.
- Numerical Systems (e.g 1.0, 1.1 and 1.1.1) should be used for each section and sub-section.
- Word count must be indicated on the cover page of the assignment.

### **Word Count**

- Your word count should not include references / bibliography.
- Exceeding the word count by more than 10% would result in a penalty of 10% of your marks.
- If your work is significantly shorter than the required length, you would probably be failed for not providing the level of information required.

**This assignment requires you to demonstrate the skills learned in this module and display critical thinking ability. Produce clear and specific reasoning and argument to justify your answer.**

## Assessment Grading Criteria

Classification	Mark (%)	Description
Distinction	70-100	As for "60-69 marks" band plus the following:  Shows clear evidence of wide and relevant reading and an engagement with the conceptual issues. Develops a sophisticated and intelligent argument. Shows a rigorous use and a sophisticated understanding of relevant source materials, balancing appropriately between factual detail and key theoretical issues. Materials are evaluated directly and their assumptions and arguments challenged and/or appraised. Shows original thinking and a willingness to take risks.
Commendation	60-69	Shows strong evidence of critical insight and critical thinking. Shows a detailed understanding of the major factual and/or theoretical issues and directly engages with the relevant literature on the question set. Develops a focussed and clear argument and articulates clearly and convincingly with a sustained train of logical thought. Shows clear evidence of planning and appropriate choice of sources and methodology/concepts/models.
Pass	50-59	Shows a reasonable understanding of the major factual and/or theoretical issues involved. Shows evidence of planning and selection from relevant sources. Demonstrates some knowledge of the relevant literature. Text shows, in places, examples of a clear train of thought or argument. Text is introduced and concludes appropriately.
Marginal Fail	40-49	Shows some awareness and understanding of the factual or theoretical issues, but with little development. Misunderstandings are evident. Shows some evidence of planning, although irrelevant/unrelated material or arguments are included
Poor Failure	<40	Fails to answer the assignment question or to develop an argument that relates to the question set. Does not engage with the relevant literature or demonstrate acknowledge of the key issues. Contains clear conceptual or factual errors or misunderstandings.

### **Academic Honesty**

*Please acknowledge all references and sources that you use in your work. This is not just good manners but also academic honesty.*