

### Final assessment

- Individual task
- You were just named the chief marketing officer (CMO) of a B2B company of your choice. You are to write a marketing plan the company for 2021.
- The objective of the assignment is to describe in detail the components of an industrial marketing plan.
- You are to examine the brand situation and based in your findings and on the content in the course material and other reference sources, you will build an industrial marketing plan that must be customer centered.
- Expected table of contents:
  - **Define the market.** The market is defined by the product-market matrix and is taken from the perspective of the customer. Which is your most profitable set of customers? What are they really buying? What do they value the most?
  - **Analyze the situation.** Understand the market, the industry, the competition, and company's strengths, weaknesses, opportunities, and threats.
  - **Identify problems and opportunities.** These emerge during the situational analysis and provide a basis for matching a firm's strength with a market need.
  - **Break goals down into concrete objectives.** Objectives should be realistic and measurable and should flow logically from a firm's strengths.
  - **Develop an integrated strategy for each element of the marketing mix.** Each element requires its own set of tactics in the context of a comprehensive strategy. At least eight (8) tactics should be developed.
  - **Determine budgets and assign responsibility for each tactic.** Each tactic would have a timeline and a deliverable. Responsibility for execution can reside with an individual or on an area.
  - **Build KPI's.** What metrics are going to be used to measure the performance and to see if any adjustments are required.
- The task should be submitted in a document form uploaded as pdf.

### Formalities:

- Wordcount: 2500-3000 words
- Cover, Table of Contents, References and Appendix are excluded of the total wordcount.
- Font: Arial 12,5 pts.
- Text alignment: Justified.
- The in-text References and the Bibliography have to be in Harvard's citation style.

### Deadlines & Submission Policy:

 Week 13 – Via Moodle (Turnitin) before January 17<sup>th</sup>, at 23:59 CET

- Late submissions without approved mitigating circumstances may result in one of the following penalties:
- Work submitted until January 19<sup>th</sup> at 14:00 CET, will be marked and feedback will be provided. However, the grade will be capped at 70%.
- Work submitted after January 19<sup>th</sup>, at 14:00 CET, will not be marked and will receive the final grade '0'.

**Weight:** This task is a 60% of your total grade for this subject.

## Rubrics

	Exceptional 90-100	Good 80-89	Fair 70-79	Marginal fail 60-69
Knowledge & Understanding (20%)	Student demonstrates excellent understanding of key concepts and uses vocabulary in an entirely appropriate manner.	Student demonstrates good understanding of the task and mentions some relevant concepts and demonstrates use of the relevant vocabulary.	Student understands the task and provides minimum theory and/or some use of vocabulary.	Student understands the task and attempts to answer the question but does not mention key concepts or uses minimum amount of relevant vocabulary.
Application (30%)	Student applies fully relevant knowledge from the topics delivered in class.	Student applies mostly relevant knowledge from the topics delivered in class.	Student applies some relevant knowledge from the topics delivered in class. Misunderstanding may be evident.	Student applies little relevant knowledge from the topics delivered in class. Misunderstands are evident.
Critical Thinking (30%)	Student critically assesses in excellent ways, drawing outstanding conclusions from relevant authors.	Student critically assesses in good ways, drawing conclusions from relevant authors and references.	Student provides some insights but stays on the surface of the topic. References may not be relevant.	Student makes little or none critical thinking insights, does not quote appropriate authors, and does not provide valid sources.
Communication (20%)	Student communicates their ideas extremely clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas clearly and concisely, respecting word count, grammar and spellcheck	Student communicates their ideas with some clarity and concision. It may be slightly over or under the wordcount limit. Some misspelling errors may be evident.	Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed wordcount excessively and misspelling errors are evident.