



# Unit: International Marketing Strategy Assignment

## Winter 2019 - Winter 2022

### Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- All electronic media will be checked for plagiarism.

# Introduction

This assignment consists of SEVEN (7) tasks and accounts for 100% of the overall mark for this unit.

## Assignment Notes

In this assignment you will create a THREE (3) year marketing plan to address a specific marketing challenge for an organisation of your choice (referred to as YourOrg) using the SOSTAC framework.

- You must complete all SEVEN (7) tasks in this assignment
- The total assignment should be **4,000 words** including Tasks 2-7 but excluding; Task 1, the bibliography and the appendix. Please limit your appendix to 4 pages.
- Please submit your assignment as ONE (1) document.

Before you begin the assignment, there are some preliminary tasks you must complete.

### Selecting YourOrg

Try to choose an organisation that you find interesting or which you already know something about. That will help motivate you and may lead to some good insights which will improve your assignment.

Your chosen organisation can be a business, a non-profit organisation, an international organisation, a public sector organisation, or any other organisation that would require a marketing plan.

Most people will choose from one of two types of organisation:

(a) an organisation they know well from personal experience, perhaps because they worked or studied in that organisation; or

(b) an organisation which is famous in one country or globally, so there is plenty of published information about it which can be found by web search.

### How to decide the marketing challenge

The marketing challenge is the thing that your plan is written to address.

If YourOrg **doesn't** currently operate internationally, the marketing challenge should be an international market entry strategy. You should choose one specific country to enter.

If YourOrg currently operates internationally, the marketing challenge should be an international market entry strategy **for a new product**. You will not be judged on the quality or viability of the product you propose, it is only the marketing plan that will be assessed.

Please see Guidance for Students at the end of this document for further information.

## Assignment

**Create a THREE (3) year marketing plan for YourOrg that addresses a specific marketing challenge, using the SOSTAC framework.**

### **Task 1 Overview**

Clearly identify and give a 200 word overview of YourOrg at the beginning of your assignment. State the marketing challenge. You will not be marked on this overview nor is it included in your word count, but it is a mandatory part of your assignment and will give your examiner the context they need to assess your work.

### **Task 2 Situation Analysis 30 marks**

Undertake a situation analysis of YourOrg, applying appropriate models and frameworks introduced in the course. You need to consider the:

- micro-environment
- macro-environment
- internal environment.

Present the conclusions you have drawn from this analysis.

### **Task 3 Objectives 15 marks**

Write SMART marketing objectives to be achieved over a 3 year period. Give a clear rationale and justification for your objectives. You need to set objectives for:

- Sales
- Communication
- Corporate

### **Task 4 Strategies 15 marks**

Use appropriate tools and frameworks to decide what 3 year strategies you will adopt in order to meet the objectives you identified in task 2. State your strategies, giving clear justification for how they will meet your objectives, for the following:

- Market segmentation
- Targeting and positioning
- Sales
- Communications

## Task 5 Tactics

20 marks

Present mock ups of your proposed campaigns including messages and imagery. Explain how and where your messages and images will be delivered to your customers and how they relate to calls to action.

Give clear justifications for each of your choices demonstrating your use of appropriate tools and models to decide on a suitable marketing mix. Explain how your tactics are appropriate to YourOrg and to your market and explain how they will deliver your objectives.

## Task 6 Actions

10 marks

Produce a Gantt chart that considers the key implementation factors and sets clear deadlines.

## Task 7 Control

10 marks

Specify the methods of controlling and monitoring the progress of your plan. Give key performance indicators, a financial plan and contingency actions based on your assessments of risk. You should show how the objectives you set will be met or controlled for.

All documents and slides should be submitted in **one .ZIP file per student**, using the following filename format:

***[student number]\_[module]\_[component]***

For example: ***000123456789\_EI\_Assignment***

## Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?

# Guidance for Students

## Purpose of the assignment:

The aim of this assignment is for you to generate a THREE (3) year marketing plan to address a specific marketing challenge following the SOSTAC method. Dependent on the organisation you choose to research, the marketing challenge will be either an international market entry strategy or an international market entry strategy for a new product.

Marketing planning is used by most successful marketing-oriented organisations. This assessment is designed to give you the opportunity to focus on an organisation of your choice (YourOrg) and demonstrate your understanding of the marketing planning process. It also requires you to apply the knowledge, skills and understanding of international marketing strategy that you have developed throughout the unit to a 'real life' situation.

## Situation analysis

The purpose of this section is for you to create an overview of the factors that will influence the marketing challenge for YourOrg.

Your analysis should focus on the macro, micro and internal factors that directly relate to the marketing challenge. Whilst you might take a broad look at those factors initially, it is important to really focus on the aspects of your analysis most relevant to the marketing challenge.

You should use tools and frameworks that you have learnt about during your study to conduct your analysis. Remember to clearly state which tools and frameworks you are using and to draw clear conclusions from your analysis related to the marketing challenge.

The rest of the assignment relates to the information and insight you generate by completing this analysis. Along with the use of appropriate tools, methods and frameworks from the course, this analysis forms the basis of your justification for each of the next tasks.

## Objectives

Setting clear objectives is critical to the quality of the plan you write. As you will see, each subsequent task is related to the objectives you set. Really spend some time making sure your objectives are clear, appropriate, and based on clear evidence from your situational analysis.

You are writing a 3 year marketing plan, so your objectives should relate to a 3 year period. State your objectives ensuring that each objective is SMART and give a rationale for each objective. Ensure that you cover:

Sales  
Communication  
Corporate

You can present your objectives as a table with narrative justification, or as continuous prose, or by any method that suits you.

## Strategy

The strategies you propose should be designed to meet the objectives you have set. You must clearly justify how your strategies will meet your objectives.

You should begin with an analysis of the potential for market entry and then focus on the strategies necessary to make this viable for YourOrg.

You should apply appropriate tools and methods to the design of your strategies taken from your study of this unit.

## Tactics

You must outline the most appropriate mix of marketing tools, tactics, media and messages needed to deliver the offering to the target market in an integrated, creative and coordinated way.

To do this, you should 'mock-up' your campaign. This mock up should contain your campaign messages and imagery. You need to give a clear indication of how and where your messages and images will be delivered to your customers and how they will relate to 'calls-to-action'. You need to accompany your mock ups with a clear justification of your choices related to how they will deliver your strategy and your objectives.

## Actions

You should now complete a Gantt chart in order to map out the key implementation factors and deadlines.

## Control

You now need to outline the methods you will use to control and monitor the progress of your plan. Remember that these are heavily related to your objectives.

You must produce a:

- Financial Plan
- KPIs (Key Performance Indicators)
- An outline of risks and contingency actions

## Appendix

Your appendix should be no more than FOUR (4) pages long. You should use it to present supporting information that is too detailed to include in the body of your assignment.

Your appendix is not included in your word count and is not allocated any marks. A well-produced appendix can, however, support your overall ideas by demonstrating the research and analysis you have undertaken, and evidence for your responses. You should only include **relevant** information in your appendix and make reference to documents in your appendix in the body of the assignment.

You might include things such as; Details of your market research, evidence in the form of statistics, reports, academic papers etc that you have used to support your responses to the tasks.

There is no penalty for not including an appendix, but, without it, you might miss out on marks or struggle to demonstrate that your ideas and plans are supported by relevant research and clear operational and financial planning.

## **Bibliography**

You should include a bibliography that references all information you have used (printed and online materials) to produce your assignment. You should cite every source you use and give clear references. We recommend the Harvard referencing system, but any standard system is acceptable, as long as it is consistent.

## **Academic Rigour**

It is important that you use the theories, approaches and methods that you have studied in this unit and from your own wider reading. You should give clear and specific justification for the plans you present based on thorough independent research, clear critical understanding of appropriate methodologies, and detailed analysis.

You should cite every source you use and give clear references. We recommend the Harvard referencing system, but any standard system is acceptable, as long as it is consistent.

Your assignment must, of course, be entirely your own work and there are severe penalties for plagiarism outlined in the NCC documents *What is Academic Misconduct? Guidance for Candidate* and *Avoiding Plagiarism and Collusion: Guidance for Candidates*.

## **Word Count**

The word count for this assignment is **4,000 words**. Pay careful attention to the mark allocation for each section so you don't spend too much time on any one section.

## **Mark Scheme**

Please also read the mark scheme thoroughly. The mark scheme outlines what you need to achieve to gain marks in each section. It will give you a good idea of the areas you need to explore and the information, analysis and conclusions you need to present in each section. It will also show you how effective and thorough your work needs to be.

## **Format**

You should submit your assignment as ONE (1) 4,000 word document.

The format of each task however might vary and you are welcome to use charts, tables, graphs and images throughout. Task 4: Tactics requires you to produce mock ups of your campaign, which are highly likely to include images, and messages presented with attention to style and font etc. Task 6: Actions should be presented as a Gantt Chart, with commentary. You might, for example, decide to present your Task 3: Objectives in a table with narrative justification.

The aim, in all cases, is to present your work in the way that is most appropriate to the task.