



**Unit:
Marketing in Business**

**Assignment title:
Marketing Report – 20 Credits**

Sample Assignment

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.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

You must select a business you are familiar with for this assignment. You have an option to choose from a business that operates in within the following broad industries;

- Soft drinks
- Travel
- Fashion / Apparel Brands
- Restaurants

You should select a business that is currently operational, and one which you will be able to find adequate information on for your research. The business should have an online presence, along with a potential offline network of stores or suppliers. This is an assessment based on the organisation but utilising information that is available in the public domain. You should not attempt to contact the organisation for further information. Use what you can get in order to propose recommendations.

Scenario

You have recently been appointed the marketing manager for a business of your choice. The CEO has recently asked you to analyse where the business is at the moment and their current marketing performance. In order to brief the CEO on your findings you must compile responses to the following questions. These tasks should be compiled as a full report to the CEO utilising your research and recommendations.

Task 1 – Competitive Position

20 Marks

Begin your research for the CEO by critically analysing the organisations competitive positioning. Start by giving a short introduction to the organisation, their history and background.

To answer this sufficiently you should research the organisation, along with key competitors, and apply relevant academic models to, to understand how the organisation competes, its value proposition and how the organisation currently differentiates itself from the competitors in the marketplace.

Task 2 – Marketing Challenges

15 Marks

From your competitive positioning analysis, identify TWO (2) key challenges facing the organisation. For BOTH of the challenges you have identified, evidence and clearly explain your rationale as to why you believe these to be the two most important challenges.

Task 3 – Identifying Growth Opportunities

20 Marks

Utilising your research, you must now evaluate the growth opportunities for the organisation considering the marketing challenges you have identified in task 2.

This could be to propose new products or services, to reposition existing products to new markets or to diversify into new markets with new products.

To do this, you should apply a strategic tool such as Ansoff's matrix to assist in explaining the options available to the organisation. You should back up your proposal with a clear understanding of the market and customer base gained through research within this area.

Task 4 – Marketing Communications Strategy

20 marks

Your strategy for growth identified in task 3 should be supported by a marketing campaign aimed at your target audience.

Discuss your strategy for reaching potential customers and explaining your new product/service. This should include reference to the marketing mix and demonstration of a mix of tactics including offline and online (digital) marketing media.

This should be explained fully with reference to the media habits of the target market.

Task 5 – Measurement

15 marks

The organisation must be able to confidently and accurately measure its success. Therefore, you should identify THREE (3) Key Performance Indicators (KPIs) based on both your new growth strategy and your marketing objectives. Include an explanation of why you have chosen these KPIs and discuss how they will be utilised.

Task 6 – Reflective Practice

10 marks

Using the Rolfe, G., Freshwater, D. and Jasper, M. (2001) model, critically review the learning that you have undertaken in order to complete this assignment.

Based upon your learning, your reflection should include a description; an analysis and; an action plan in order to bring about improvements in the future.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

Answers should be presented in a clear and professional manner, ideally in a business report format, as stated in the assignment.

The word count for your report is **4000 words**.

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?