



**Unit:  
International Marketing Strategy  
Assignment**

**Winter 2019 - Winter 2022**

**Marking Scheme**

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

**Throughout the marking, please credit any valid alternative point.**

**Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.**

**Marker's comments:**

**Moderator's comments:**

**Mark:**

**Moderated mark:**

**Final mark:**

**Penalties applied for academic malpractice:**

## Assignment

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

**Task 1** is not marked

### **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.

<b>0-8 marks</b>	<b>9-11 marks</b>	<b>12-17 marks</b>	<b>18-20 marks</b>	<b>21-30 marks</b>
Basic understanding and analysis of YourOrg's micro-environment	Limited understanding and analysis of YourOrg's micro-environment	Consistent understanding and analysis of YourOrg's micro-environment	Critical understanding and analysis of YourOrg's micro-environment	Consistently critical understanding and analysis of YourOrg's micro-environment
Basic understanding and analysis of YourOrg's macro-environment	Limited understanding and analysis of YourOrg's macro-environment	Consistent understanding and analysis of YourOrg's macro-environment	Critical understanding and analysis of YourOrg's macro-environment	Consistently critical understanding and analysis of YourOrg's macro-environment
Basic understanding and analysis of YourOrg's internal environment	Limited understanding and analysis of YourOrg's internal environment	Consistent understanding and analysis of YourOrg's internal environment	Critical understanding and analysis of YourOrg's internal environment	Consistently critical understanding and analysis of YourOrg's internal environment
Basic application of basic models/frameworks	Limited application of limited models/frameworks	Appropriate application of appropriate models/frameworks	Sound application of very appropriate models/frameworks	Coherent application of highly appropriate models/frameworks
Reaches basic conclusions based on a basic understanding of YourOrg	Reaches limited conclusions based on a limited understanding of YourOrg	Reaches acceptable conclusions based on an appropriate understanding of YourOrg	Reaches well supported and appropriate conclusions based on a detailed understanding of YourOrg	Reaches well supported and convincing conclusions based on a thorough and detailed understanding of YourOrg

**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

<b>0-3 marks</b>	<b>4-5 marks</b>	<b>6-8 marks</b>	<b>9 marks</b>	<b>10-15 marks</b>
Basic ability to critically evaluate available information to set basic objectives	Limited ability to critically evaluate available information to set limited objectives	Adequate ability to critically evaluate available information to set appropriate objectives	Sound ability to critically evaluate available information to set appropriate objectives	Comprehensive ability to critically evaluate available information to set highly appropriate objectives
Basic application of SMART framework	Limited application of SMART framework	Adequate application of SMART framework	Sound application of SMART framework	Coherent application of SMART framework
Sets basic 3 year objectives for Sales, Communication and Corporate aspects of the plan demonstrating a basic understanding of short and long term implications	Sets limited 3 year objectives for Sales, Communication and Corporate aspects of the plan demonstrating a limited understanding of short and long term implications	Sets adequate 3 year objectives for Sales, Communication and Corporate aspects of the plan demonstrating a consistent understanding of short and long term implications	Sets appropriate 3 year objectives for Sales, Communication and Corporate aspects of the plan demonstrating a critical understanding of short and long term implications	Sets highly appropriate 3 year objectives for Sales, Communication and Corporate aspects of the plan demonstrating a consistently critical understanding of short and long term implications
Basic rationale for choice of objectives	Limited rationale for choice of objectives	Justified rationale for choice of objectives	Justified and appropriate rationale for choice of objectives	Well justified and highly appropriate rationale for choice of objectives

**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

<b>0-3 marks</b>	<b>4-5 marks</b>	<b>6-8 marks</b>	<b>9 marks</b>	<b>10-15 marks</b>
Basic ability to critically evaluate available information to set basic strategies	Limited ability to critically evaluate available information to set limited strategies	Adequate ability to critically evaluate available information to set appropriate strategies	Sound ability to critically evaluate available information to set appropriate strategies	Comprehensive ability to critically evaluate available information to set highly appropriate strategies
Basic application of methodologies to offer basic strategies for the 1-2 areas stated	Limited application of appropriate methodologies to offer limited strategies for 3-4 areas stated	Adequate application of appropriate methodologies to offer justified strategies for the 4 areas stated	Sound application of appropriate methodologies to offer justified and appropriate strategies for the 4 areas stated	Coherent application of appropriate methodologies to offer well justified and highly appropriate strategies for the 4 areas stated
Link between objectives and strategies proposed basic	Link between objectives and strategies proposed limited	Link between objectives and strategies proposed acceptable	Link between objectives and strategies proposed well supported and appropriate	Link between objectives and strategies proposed convincing and highly appropriate

**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.

<b>0-5 marks</b>	<b>6-7 marks</b>	<b>8-11 marks</b>	<b>12-13 marks</b>	<b>14-20 marks</b>
Basic understanding and analysis of the marketing mix	Limited understanding and analysis of the marketing mix	Consistent understanding and analysis of the marketing mix	Critical understanding and analysis of the marketing mix	Consistently critical understanding and analysis of the marketing mix
Basic tactics based on basic analysis of available information	Limited tactics based on limited analysis of available information	Acceptable tactics based on adequate critical analysis of available information	Appropriate and justified tactics based on sound critical analysis of available information	Convincing and well justified tactics based on comprehensive critical analysis of available information
Basic application of appropriate tools and models	Limited application of appropriate tools and models	Adequate application of appropriate tools and models	Sound application of appropriate tools and models	Coherent application of appropriate tools and models
Mock ups constitute a basic campaign	Mock ups constitute a limited campaign	Mock ups constitute an appropriate campaign	Mock ups constitute a consistent and clear campaign	Mock ups constitute a convincing and comprehensive campaign
Mock ups demonstrate basic communication skills	Mock ups demonstrate limited communication skills	Mock ups demonstrate adequate communication skills	Mock ups demonstrate sound communication skills	Mock ups demonstrate excellent communication skills

**Task 6      Actions****10 marks**

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

<b>0-2 marks</b>	<b>3 marks</b>	<b>4-5 marks</b>	<b>6 marks</b>	<b>7-10 marks</b>
Basic understanding and analysis of the key implementation factors	Limited understanding and analysis of the key implementation factors	Consistent understanding and analysis of the key implementation factors	Critical understanding and analysis of the key implementation factors	Consistently critical understanding and analysis of the key implementation factors
Basic Gantt chart produced	Limited Gantt chart produced	Appropriate Gantt chart produced	Consistent and clear Gantt chart produced	Convincing and comprehensive Gantt chart produced
Basic deadlines set	Limited deadlines set	Justified deadlines set	Appropriate and justified deadlines set	Highly appropriate and well justified deadlines set

**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.

<b>0-2 marks</b>	<b>3 marks</b>	<b>4-5 marks</b>	<b>6 marks</b>	<b>7-10 marks</b>
Basic understanding of methods of controlling and monitoring progress	Limited understanding of methods of controlling and monitoring progress	Consistent understanding of methods of controlling and monitoring progress	Critical understanding of methods of controlling and monitoring progress	Consistently critical understanding of methods of controlling and monitoring progress
Basic KPIs, financial planning and contingency actions given	Limited KPIs, financial planning and contingency actions given	Adequate KPIs, financial planning and contingency actions given	Sound KPIs, financial planning and contingency actions given	Comprehensive and convincing KPIs, financial planning and contingency actions given
Link between objectives and methods of control/ monitoring is basic	Link between objectives and methods of control/ monitoring is limited	Link between objectives and methods of control/ monitoring is acceptable	Link between objectives and methods of control/ monitoring is well supported and appropriate	Link between objectives and methods of control/ monitoring is convincing and highly appropriate

## Learning Outcomes matrix

Question	Learning outcomes assessed	Marker can differentiate between varying levels of achievement
1	LO 1, LO2	yes
2	LO 5, LO 3	yes
3	LO 4, LO5	yes
4	LO 2, LO4, LO5	yes
5	LO 5, LO 3	yes
6	LO 5	yes

## Grade descriptors

Learning Outcomes	Pass	Merit	Distinction
LO 1-5	Provide a <b>consistent</b> understanding and analysis of complex information, concepts and frameworks in contexts involving interacting factors.	Provide <b>critical</b> understanding and analysis of complex information, concepts and frameworks in contexts involving <b>multiple</b> interacting factors.	Provide <b>consistently critical</b> understanding and analysis of <b>highly</b> complex information, concepts and frameworks in contexts involving <b>multiple</b> interacting factors.
	Demonstrate <b>adequate</b> ability to critically evaluate actions, methods and results and make appropriate judgements about their implications.	Demonstrate <b>sound</b> ability to critically evaluate actions, methods and results and make appropriate judgements about their <b>short and long term</b> implications.	Demonstrate <b>comprehensive</b> ability to critically evaluate actions, methods and results and make <b>highly</b> appropriate judgements about their <b>short and long term</b> implications.
	Undertake application of appropriate methodologies to complex problems to offer justified solutions.	Undertake <b>sound</b> application of appropriate methodologies to complex problems and offer justified <b>and appropriate</b> solutions.	Undertake <b>coherent</b> application of appropriate methodologies to complex problems to offer <b>well justified and highly appropriate</b> solutions.
	Demonstrate <b>adequate</b> understanding of the wider context of the field.	Demonstrate <b>sound</b> understanding of the wider context of the field.	Demonstrate <b>comprehensive</b> understanding of the wider context of the field.
	Deliver key information in a <b>structured</b> manner that demonstrates <b>adequate</b> communication skills	Deliver key information in a <b>clear and understandable</b> manner that demonstrates <b>sound</b> communication skills	Deliver key information in a <b>convincing and comprehensive</b> manner that demonstrates <b>excellent</b> communication skills