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| **Programme:** | MBA |
| **Module Code:** | MK9703/4 |
| **Module Title:** | Strategic Marketing |
| **Distributed on:** |  |
| **Submission Time and Date:** | Refer to timetable |
| **Word Limit:** | 3000 |
| **Weighting** | This coursework accounts for 100% of the total mark for this module |
| **Submission of Assessment** | **Electronic Management of Assessment (EMA):** Please note your assignment must be submitted electronically via Turnitin by the given deadline. You will find a Turnitin link on the module’s eLP site.  You can submit your work and overwrite this submission to check similarity score up until the submission deadline.  ***It is your responsibility to ensure that your assignment is submitted before the submission deadline stated above. See the University policy on late submission of work (the relevant extract is set out below).*** |

**Instructions on Assessment:**

The module assessment comprises of one individual REPORT, which will count towards 100**%** of the overall mark.

***Individual Report Task:*** *Develop a strategic marketing plan for your own organisation for a period of THREE years.*

Some examples of the prospective areas of focus could be (but not limited to):

* Branding strategy
* Internal marketing strategy
* Social media marketing strategy.

Word limit*: 3000 words* (excluding references and appendices).

Format: A Business Report

Outline for your report:

* Title of your report
* Introduction - Brief introduction on the content of your report.
* Background - Provide a brief overview of the organisation (including mission and corporate strategy) and the focus of your report.
* Main Body – Present identified issues, define objectives, propose marketing strategies to achieve these objectives, and predict future outcomes.
* Conclusion - Briefly summarise and conclude your report
* References – Provide evidence to support your discussion (e.g. academic papers, trade press, newspaper references, etc.).

High marks will be awarded for work that demonstrates excellent understanding surrounding the key issues and a well-structured systematic discussion. You are expected to have read widely around the subject area and have been able to integrate this reading to support your analysis, proposed plan and outcomes.

*Additional Information:*

Articles in academic journals, or those suggested in the Readings, will cover the generic theories covered in the lectures, but will not provide you with detailed information on your organisation.

You are likely to find information on the company website, in the trade press, newspaper articles, etc. In some instances, you might find very limited material. In such cases, think in terms of the following: (1) how can you collect such information and (b) how can you demonstrate to me that this information is reliable. For example, you could collect your own data on e.g. pricing through visiting a number of retail outlets, phone calls, and interviewing marketing director/manager etc. You could include photographs to document promotional campaigns, etc. Include footnotes, or endnotes to explain how this information was collected. Please document any effort you made to collect information, even if it was unsuccessful.

To critically analyse the marketing strategies adopted by your case of studies you will need to link the information you have collected about your organisation with the theoretical, and often very general, literature that is presented in academic journals, and textbooks.

*Referencing*:All student coursework should be properly referenced as follow:

***In text:***

Please make sure that you correctly reference all information sources used and it is very important that you quote correctly from reference sources. Please keep in mind, that if you *copy a section* *word by word* from a source, you have to show this in your essay by starting this section with " and ending it with ", the reference should then also include the page number, as illustrated in the example below.

Example: Quelch and Bartlett (1999, p. 1) state that "perhaps the most powerful force driving the globalization revolution has been the need for companies to capture economies at greater than national scale".

When direct quotation is not used, the reference should be presented as illustrated in the example below.

The additional role of the initiator was introduced by Bonoma (1982) …

***In references section at the end:***

For books –

Assael H. (1992). *Consumer Behaviour & Marketing Action*, PWS-Kent, Boston (4th ed).

For articles –

Ford, D. (1980). The Development of Buyer-Seller Relationships in Industrial Markets. *European Journal of Marketing*, Vol. 14, No 5/4, pp. 339 – 353.

**Late submission of work**

Where coursework is submitted without approval, after the published hand-in deadline, the following penalties will apply.

For coursework submitted up to 1 working day (24 hours) after the published hand-in deadline without approval, **10% of the total marks available for the assessment** (i.e.100%) **shall be deducted** from the assessment mark.

*For clarity: a late piece of work that would have scored 65%, 55% or 45% had it been handed in on time will be awarded 55%, 45% or 35% respectively as 10% of the total available marks will have been deducted.*

The Penalty does not apply to Pass/Fail Modules, i.e. there will be no penalty for late submission if assessments on Pass/Fail are submitted up to 1 working day (24 hours) afterthe published hand-in deadline.

Coursework submitted more than 1 working day (24 hours) after the published hand-in deadline without approval will be regarded as not having been completed. **A mark of zero will be awarded for the assessment and the module will be failed**, irrespective of the overall module mark.

*For clarity: if the original hand-in time on working day A is 12noon the 24 hour late submission allowance will end at 12noon on working day B.*

These provisions apply to all assessments, including those assessed on a Pass/Fail basis.

**Word limits and penalties**

If the assignment is within ±10% of the stated word limit no penalty will apply.

The word count is to be declared on the front page of your assignment and the assignment cover sheet. The word count does not include:

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| * Title and Contents page | * Reference list | * Appendices | * Appropriate tables, figures and illustrations |
| * Glossary | * Bibliography | * Quotes from interviews and focus groups. |

Please note, in text citations [e.g. (Smith, 2011)] and direct secondary quotations [e.g. “*dib-dab nonsense analysis*” (Smith, 2011 p.123)] are INCLUDED in the word count.

If this word count is falsified, students are reminded that under ARTA this will be regarded as academic misconduct.

If the word limit of the full assignment exceeds the ±10% limit, 10% of the mark provisionally awarded to the assignment will be deducted. For example: if the assignment is worth 70 marks but is above the word limit by more than 10%, a penalty of 7 marks will be imposed, giving a final mark of 63.

***Students must retain an electronic copy of this assignment (including ALL appendices) and it must be made available within 24hours of them requesting it be submitted.***

**Note:** For those assessments or partial assessments based on calculation, multiple choice etc., marks will be gained on an accumulative basis. In these cases, marks allocated to each section will be made clear.

**Academic Misconduct**

The Assessment Regulations for Taught Awards (ARTA) contain the ***Regulations and procedures applying to cheating, plagiarism and other forms of academic misconduct***.

The full policy is available at: <http://www.northumbria.ac.uk/sd/central/ar/qualitysupport/asspolicies/>

You are reminded that plagiarism, collusion and other forms of academic misconduct as referred to in the Academic Misconduct procedure of the assessment regulations are taken very seriously by Newcastle Business School.  Assignments in which evidence of plagiarism or other forms of academic misconduct is found may receive a mark of zero.

**Mapping to Programme Goals and Objectives**

**Programme (Level) Learning Outcomes that this module contributes to include the following.**

On completion of the programme you will be able to:

2.3 Understand the wider impact of individual or organisational decision making on social and

environmental contexts.

4.1 Acquire, interpret and apply knowledge of international business, management and

organisational functions.

4.2 Demonstrate an understanding of the impact of innovative and contemporary research on the

business and management community.

**Module Specific Assessment Criteria**

**General Assessment Criteria**

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| **Trait** | **0** | **1 - 39** | **40 - 49** | **50 - 54** | **55 - 59** | **60 - 69** | **70 - 100** |
| **Knowledge and Understanding** | Work not submitted OR Work giving evidence of serious academic misconduct (subject to regulations in ARNA Appendix 1) OR Work showing no evidence of the knowledge, understanding and skills appropriate to level 7. None of the learning outcomes are met. | Work is not acceptable and provides little evidence of the knowledge, understanding and skills appropriate to level 7. Few of the learning outcomes are met. | Work is not acceptable in providing evidence of the knowledge, understanding and skills appropriate to level 7. However a majority of the learning outcomes are met and others are nearly satisfied | Adequate work providing evidence of the knowledge, understanding and skills appropriate to level 7 but only at a bare pass level. All learning outcomes are met (or nearly met and balanced by strengths elsewhere). | Satisfactory work providing evidence of the knowledge, understanding and skills appropriate to level 7. All learning outcomes are met. | Commendable work providing evidence to a high level of the knowledge, understanding and skills appropriate to level 7. All learning outcomes met, many are more than satisfied. | Excellent work providing evidence to a very high level of the knowledge, understanding and skills appropriate to level 7. All learning outcomes met, many at high level. Marks at the high end of this range indicate outstanding work where all learning outcomes are met at a high level. |
| **Structure, Alignment and Research** | Inadequate in some of the following aspects or seriously inadequate in at least one: use of relevant material; development of analysis and structure of argument; evaluation of theory; application of relevant theory, research methods and findings to the problem in question; presentation of information to the intended audience. | Adequate in most but not all of the following aspects: use of relevant material; development of analysis and structure of argument; evaluation of theory; application of relevant theory, research methods and findings to the problem in question; presentation of information to the intended audience. | Adequate in all of (or most of, with balancing strength elsewhere): use of relevant material; development of analysis and structure of argument; evaluation of theory; application of relevant theory, research methods and findings to the problem in question; presentation of information to the intended audience. | Satisfactory in all or most of: use of relevant material from a variety of sources; development of analysis and structure of argument; evaluation of theory; application of relevant theory, research methods and findings to the problem in question; presentation of information to the intended audience. | Good in all or most of: use of up-to-date material from a variety of sources; development of analysis and structure of argument; critical evaluation of relevant theory, research methods and findings to the problem in question; presentation of information to the intended audience. | Excellent in all or most of: use of primary sources of literature from a range of perspectives; development of analysis and structure of argument; critical evaluation and creative use of theory, research methods and findings; presentation of information to the intended audience. |

**Written Report of 3000 words**

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| **Fail** | | **Fail** | **Fail** | **Pass** | **Commendation** | **Distinction** |
| **0 – 19%** | | **20-39%** | **40-49%** | **50-59%** | **60-69%** | **70-100%** |
| **Knowledge** | Wholly inadequate or mis-understanding of relevant marketing environment and marketing theories. | Largely inadequate or mis-understanding of relevant marketing environment and marketing theories. | Some inadequate or mis-understanding of relevant marketing environment and marketing theories. | Good understanding of relevant marketing environment and marketing theories. | Very good understanding of relevant marketing environment and marketing theories. Presented with good clarity. | Excellent understanding of relevant marketing environment and marketing theories. Presented with exceptional clarity. |
| **Critical analysis and evaluation** | Wholly inadequate or missing critical analysis and evaluation of marketing strategies. | Inadequate or lack of critical analysis and evaluation of marketing strategies. | Poor balance and weak critical analysis and evaluation of marketing strategies. | Good balance and good critical analysis and evaluation of marketing strategies. | Very good and critical analysis and evaluation of marketing strategies. Presented with good clarity. | Excellent critical analysis and evaluation of marketing strategies. Presented with exceptional clarity. |
| **Communication, presentation and academic practice** | Wholly inadequate communication and presentation. Very poor academic practice. | Inadequate communication and presentation. Poor academic practice. | Poor communication and presentation. Acceptable academic practice. | Good communication and presentation. Satisfactory academic practice. | Very good communication and presentation. Very good academic practice. | Excellent communication and presentation. Professional academic practice. |