

2022-2023 Session

BS1528 Marketing: Autumn Assignment Guidelines

Individual Marketing Report

DEADLINE: Thursday, 15th Dec 2022@11am

This assignment is an individual marketing report and is worth 40% of your module mark. Your report must be no more than **1,800 words (+/- 10%)** in length (main report), excluding reference list and appendices. It should be submitted electronically as Word document via Learning Central **by 11am on Thursday, 15th December 2022.**

You must choose **ONE** of the following four companies and product category:

- JUDE's Ice Cream (<https://www.judes.com/>) (UK Ice Cream Market)
- Ombar (<https://www.ombar.com/>) (Chocolate Confectionary – UK)
- Nix & Kix (<https://nixandkix.com/>) (Carbonated Soft Drinks UK)
- FREESTAR (<https://freestar.co>) (UK Beer Market, No-Alcohol Drinks UK)

The following Mintel reports might also be of interest in addition to the specific market reports: The Ethical Food Consumer UK 2021, Ethical Lifestyles – UK 2021).

Please do not contact the companies directly as all the information needed for the assignment is publicly available.

1. Task:

Analyse the macro (wider) and micro (closer) marketing environment for your chosen company and the company information. Your report should only focus on the UK market. Your report should consider both the macro and micro marketing environment of your chosen firm and in doing so, discuss the main events and trends likely to impact your company's market over the next few years. Thus, your assignment should focus on current and future occurrences in the macro and micro marketing environments that may impact your company (focusing only on the UK market). You should not focus solely on the past. Please ensure that you include all the elements of the macro and micro marketing environment analysis discussed in the lecture. You should draw from Market Reports such as MINTEL, Passport, Ibis World, but do not merely reproduce these. Rather you should use these in conjunction with other material that you have found. You must also consider and make sense of your findings using a SWOT analysis. Finally, based on this information, you should make strategic recommendation for your chosen firm.

Assignment Support:

There will be a lecture dedicated to your assignment in week four of semester one, and 3 tutorial/workshop sessions in Week 5, 7 and 9. Please ensure that you attend your allocated tutorial/workshop groups. Please post any additional assignment queries on the relevant discussion board on Learning Central. Alternatively, drop in during live zoom student hours.

2. Marking Criteria

We are looking for a **thorough** analysis, leading to **appropriate and realistic** recommendations. Your work will be assessed according to the following marking criteria:

Criterion	Weight	Guidance
Macro-Environment Scan (30% of total grade)		around 500-700 words
Coverage of macro environment (industry/market level)		You must consider <u>all</u> macro-level factors, identifying issues/trends relevant to (i.e. likely to impact) <u>the industry/market</u> of your chosen company in the future. Students must introduce and provide definitions of the macro environment, as well as each macro-level factor. Each factor needs to be acknowledged, but not all factors need to be explored in depth. You must use lecture material here.
Quality and depth of macro scan		The issues discussed <u>must be macro-level</u> and their potential impact <u>on the industry/market</u> should be clearly explained. Your scan must be supported by information from appropriate sources, which must be referenced.
Micro-Environment Scan & Company (20% of total grade)		around 400-500 words
Coverage of micro environment & Company		You must consider <u>all</u> micro-level factors <u>and</u> company information, identifying issues/trends relevant to (i.e. likely to impact) your chosen company in the future but not each factor needs to be explored in detail. Students must introduce and provide definitions for microenvironment. Each factor needs to be acknowledged, but not all factors need to be explored in depth. You must use lecture material here.
Quality and depth of micro scan		The issues discussed must be micro-level and their potential impact <u>on the company</u> should be clearly explained. Your scan must be supported by information from appropriate sources, which must be referenced. You can make assumptions from market reports, public sources, company website for your chosen company as long as you provide justifications.
SWOT (20% of total grade)		around 400-500 words
Clear links between environment scan and SWOT		Information from both the macro and micro scans must be presented in the SWOT, integrated into the correct sections. You should <u>not</u> introduce any new information here that is not covered in the environmental scan but interpret the information here (i.e. relevance for the company, positive/negative). You must apply understanding and knowledge from the module.
Quality and depth of SWOT analysis		Information presented needs to be relevant and should be referenced. Your analysis should move beyond a simple repetition of the environment scan by explaining why the trend/issue is a strength, weakness, opportunity or threat for your chosen company.
Recommendations (10% of total grade)		around 200-300 words
Clear link between SWOT analysis and recommendations.		Recommendations should use <u>matching and conversion</u> strategies to translate the SWOT analysis into realistic recommendations. Justification should be provided for each recommendation, drawing from the earlier sections of the report for support.
Creativity and originality		You will be rewarded for original, interesting and ambitious strategies and application of relevant frameworks. Recommendations merely describing what the company or competitors are already doing will receive low marks.

Presentation (10% of total grade)	
Presentation	<p>The report should have a logical structure, using headings and subheadings to guide the reader. Writing should be clear and concise. The tone should be appropriate to a professional report. Figures and tables etc. should have numbers and headings and are cued in the main text. Creative presentation, including effective use of diagrams, pictures, tables will be rewarded. Marks will be deducted for poor grammar and spelling, and word count violations.</p> <p>The assignment must not exceed 1,800 words (+ around 10%). The following penalties apply: 2,001 words – 2,999 words - 10% penalty, 3,000+ words - 20% penalty. If the wordcount is missing, a penalty will also apply if Turnitin Wordcount is high. The penalty will be applied to the final assignment mark!</p>
Referencing (10% of total grade)	
Correct referencing	You must follow the <u>Cardiff Business School Harvard Referencing</u> style. All information provided must be appropriately referenced. This includes correct formatting of the reference list presented at the end as well as the correct use of in-text referencing.
Use of multiple sources and appropriate sources	You should consult a range of sources, including market reports (Mintel etc.), textbooks, journal articles, and industry sources (e.g. company website, databases, industry news, industry reports). You should consult reliable, up-to-date, relevant and appropriate sources (avoid old sources, unreliable online sources such as MBASKool, UKessays, Wikipedia or tabloid newspapers such as Daily Mail).

Your final overall mark will be calculated from your performance in each criterion above. Each criterion will be marked on a scale from 'Very Poor', 'Poor', 'Average', 'Good', 'Very Good/Excellent' to 'Outstanding' (see below). You will also receive overall comments.

Understanding your grade

Outstanding	exceptional content, independent, innovative, flair, high level of analysis, informed
Very Good/Excellent	rigorous, methodical, analytic, content meets all the requirements of the work, detailed and accurate content, sustained quality in all areas, accomplished
Good	competent, reasoned, coherent, content very sound, few errors/omissions
Average	Satisfactory, basic relevant content evident meeting many of the required elements, weaknesses in execution, some errors/omissions
Poor	Passable but evident weaknesses, some basic relevant content evident, evident errors/omissions
Very Poor	inadequate, little or irrelevant content, extensive errors/omissions
Missing	Entire section missing

N.B. A penalty shall be applied for work submitted late, non-submission, or absence from the assessment, where Extenuating Circumstances do not apply. If you do have valid reason for late submission, forms to request an extension of the submission deadline may be obtained from carbs-ugqueries@cardiff.ac.uk.

3. Assignment Deadline and Submission Procedures

Completed assignments should be submitted by **Week 11 via Learning Central (Thursday, 15th December 2022 by 11am)**. You need to submit online via the BS1528 Marketing Module page under the 'Assessment/Assignment' tab.

Please complete the 'How to submit your assignments online using Turnitin and accessing feedback' online learning module, which can be found on Learning Central under the module 'Essential Student Information' in the tab '– Assessment and Feedback'.

Please contact the UG Hub if you have any queries regarding the online submission.

You need to include the word count of your assignment (excluding references) on the first page as well as your studentnumber. Please ensure that you save your work with your "Studentnumber_Module Code_Assignment Title" in the name before you submit. Do not include your names in the assignment but provide studentnumber and module code.

More information on how to submit the assignment will be available on Learning Central.

4. Assignment Formatting

1. Your assignment must be **1,800 words in length (+/- 10%)**, this **excludes the reference list at the end, appendices, figures, tables, graphs**. Penalties will apply if the word count has been exceeded (see marking criteria).

You must include an **accurate word count** on the assignment cover sheet. If the wordcount is missing, a penalty will also apply.

Reference list and appendices are not included in the word count; however, in-text references and headings/subheadings need to be included in the word count. Figures, drawings, pictures, tables should be used to support your arguments. These do not count towards the wordcount. However, it is not acceptable to replace entire sections of the above with just a table or to merely display the text in a table format to get around the wordcount. Thus, please use tables to summarise or visualise information to support your main text. You could use tables to provide more details and summaries. You can also use an Appendix to include supporting information (which is not essential to your main text). Appendix and list of references are excluded from the wordcount.

2. All work should be typed using **12-font and double-line spaced**. All pages should be numbered. Arial and/or Times New Roman are the preferred fonts. The report should be concise and succinct, and your writing style should be suitable for the intended audience (a business professional).
3. Your assignment (report) should contain the following parts – use appropriate headings:
 - Cover Page with your studentnumber, report title and wordcount
 - Introduction (very short – which company you chose and structure)
 - Macro-Environment Scan (Industry/market level)
 - Micro-Environment Scan & Company
 - SWOT Analysis
 - Strategic Recommendations
 - Reference List
 - Appendix (if applicable)

4. Make use of the spell-check facilities on your word-processor and proof-read your work before submission.
5. Where essential and relevant, appendices may be used.
6. Clearly follow the instructions for electronic submissions on Learning Central.

5. Plagiarism

The university has very strict guidelines on plagiarism. These are explained in the *Unfair Practice Booklet* issued to you at enrolment. You are encouraged to read widely and draw on different sources of information. You are free to cite or quote from any publication, provided that you provide a reference for the source. In other words, if the research or the views you cite are not your own, then you **MUST** acknowledge your source(s) using the Cardiff Business School Harvard referencing style, whereby citations are made in the text by author and date, with a full alphabetical listing at the end of the paper (i.e. reference list).

If you fail to acknowledge your sources, you run the risk of being accused of plagiarism, which is an academic offence.

Please complete the 'Unfair Practise and Plagiarism' learning module which can be found on Learning Central under 'Essential Student Information' – 'Learning Modules'.