

**MBA Global****Module: Marketing and Business Environment**

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**Assignment Title: Creating and Delivering a Powerful Marketing Plan for a new product or service in a business environment of your choice**

**Assignment Type:** Formal Report

**Word Limit: 3000 words (+/- 300)**

**Weighting:** 100%

**Issue Date:** 10/11/2022

**Submission Date:** 27/02/2023

**Feedback Date:** 13/03/2023

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**Plagiarism:**

When submitting work for assessment, students should be aware of the InterActive/Canvas guidance and regulations in concerning plagiarism. All submissions should be your own, original work. Please note that you must not submit the same assignment for two different modules within your course.

**You must submit an electronic copy of your work. Your submission will be electronically checked.**

**Learner declaration**

**I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.**

**Student signature: Date:**

**Harvard Referencing:**

The Harvard Referencing System must be used. The Wikipedia, UKEssays.com or similar websites must **not** be used or referenced in your work.

## Introduction

This assignment is an opportunity to develop a Powerful Marketing Plan in a business environment. A marketing plan ensures a systematic approach for developing products and services to meet and satisfy your customers' needs. When you are writing a marketing plan you need to be clear about your objectives and how you will achieve them. A good marketing plan sets clear, realistic and measurable objectives, includes deadlines, provides a budget and allocates responsibilities.

### Learning Outcomes:

**LO1. Critically evaluate and analyse the principles of marketing; their application and impact on creating and capturing value in a complex international environment**

**LO2. Synthesize and critically assess the key factors affecting contemporary marketing strategies and performance in complex international business markets, using literature, undertaking research, and advancing scholarship.**

**LO3. Critically analyse and appraise the impact of emerging issues on international marketing activities and propose innovative and creative solutions to these issues.**

**Assessment Criteria: Weighting 100%**

**3000 words**

**Tasks (All tasks are equally weighted):**

**Write a business plan to describe the Marketing and Business environment aspects and challenges of a company of your choice. Also, connect with the learning outcomes (LO1, LO2, LO3) of the module and the discussions in class.**

**Keep the below points as guidelines:**

- **Be able to conduct market research by various methods. (LO1)**
- **Analyze a market in an individual segment. (LO1)**
- **Be aware of the steps in designing products and services. (LO2)**
- **Analyze the key issues regarding distribution management and marketing channels. (LO1, LO2)**
- **Describe the basic methods for promoting, communicating and advertising products and services. (LO3)**
- **Understand the impact of the Internet on all marketing functions. (LO3)**

You are required to write a formal marketing plan that covers the assessments tasks. The individual performance and grading are according to UCA grading criteria where additional marks will be awarded for juxtaposition of your answers. Remember that your marketing plan should remain an ongoing process throughout the life of your business

## **GUIDANCE ON ASSESSMENT**

All materials must be properly referenced under Harvard conventions. The length required is 3,000 words with tasks equally weighted. The writing style should be formal academic / report writing style with in-text referencing to support your comments and observations. Originality, quality of argument and good structure are required. The report should demonstrate sound understanding and ability to apply knowledge and theory in Marketing and Business Environment with additional marks being awarded for juxtaposition and insight of issues.

### **Grading Criteria**

	<b>Generic Criteria</b>	<b>90 - 100</b>	<b>80 - 89</b>	<b>70 - 79</b>	<b>60-69</b>	<b>50 - 59</b>	<b>40-49</b>	<b>0 - 39</b>
<b>Level 7</b>	<b>Knowledge of contexts, concepts, technologies and processes</b> The extent to which knowledge is demonstrated: <i>relevant contextual or theoretical issues are identified, defined and described</i> <i>historical or contemporary practices are identified, defined and described</i> <i>appropriate technologies, methods and processes are identified, defined and described</i>	Exceptional and remarkable critical understanding of current issues and historical contexts demonstrating knowledge at the forefront of the discipline  Exceptional and highly original understanding of techniques methods and processes	Excellent and highly sophisticated critical understanding of current issues and historical contexts demonstrating knowledge at the forefront of the discipline  An excellent and highly impressive understanding of techniques, materials and processes	Comprehensive critical understanding of current issues and historical contexts much of which is at, or informed by, the forefront of the discipline.  Comprehensive knowledge of techniques and processes, and a critical understanding of their potential to advance scholarship in the discipline.	Sound understanding of knowledge of current issues and historical contexts, some of which is at, or informed by, the forefront of the discipline.  Sound knowledge of the techniques and processes applicable to research and advanced scholarship in the discipline	Passable understanding of knowledge of current issues and historical contexts, some of which is at, or informed by, the forefront of the discipline.  Acceptable knowledge of the techniques and processes applicable to research and advanced scholarship in the discipline	Insufficient understanding of knowledge of the contextual, historical or theoretical issues that inform the discipline.  Insufficient knowledge of techniques applicable to research and advanced scholarship in the discipline.	Very poor demonstration of understanding of contextual, historical or theoretical issues that inform the discipline.  Very weak knowledge of technologies, methods and processes
	<b>Understanding through application of knowledge</b> The degree to which research methods are demonstrated: <i>relevant knowledge and information is compared, contrasted, manipulated, translated and interpreted</i> <i>knowledge and information is selected, analysed, synthesized and evaluated in order to generate creative ideas, solutions, arguments or hypotheses</i>	Exceptional and remarkable demonstration of research methods which generate highly developed critical insights into existing knowledge  Exceptional and remarkable critical evaluation of existing knowledge leading directly to new hypotheses  Exceptional and remarkable judgements made in relation to creative practice, current ideas, arguments and hypotheses	Excellent and highly sophisticated demonstration of research methods leading to impressive critical insights into existing knowledge  Excellent and highly sophisticated critical evaluation of existing knowledge working towards new hypotheses  Excellent and highly sophisticated judgements made in relation to creative practice, current ideas, arguments and hypotheses	Rigorous use of established methods of research combined with the ability to generate new concepts or insights into existing knowledge.  Critical evaluation of current knowledge to evaluate methodological practices and propose new hypotheses.  Carefully considered judgements on highly complex or 'under-researched' problems showing evidence of systematic analysis and deduction and creative processes to resolve them.	Sound use of established methods of research to develop and interpret existing knowledge.  Critical evaluation of current knowledge and recognition of methodological practices.  Sound judgements made on complex research problems showing evidence of systematic analysis and deduction and creative processes to resolve them.	Passable use of established methods of research to develop and interpret existing knowledge.  Evidence of critical evaluation of current knowledge and recognition of methodological practices.  Passable judgements made on complex research problems showing evidence of systematic analysis and deduction and creative processes to resolve them.	Insufficient use of existing methodologies to develop knowledge.  Inability to fully understand or interpret relevant knowledge and methodological practices.  Research problems are insufficiently complex and require mainly routine analytic and creative processes to resolve them.	Inability to use and interpret existing research methodologies  Little or no ability to evaluate existing knowledge  Inability to define a research problem and to generate solutions or hypotheses through research and practice
	<b>Application of technical and professional skills</b>	Exceptional and remarkable critical and	Excellent and highly sophisticated critical and	Evidence of a high level of critical and evaluative skills in	Evidence of the critical and evaluative skills	Evidence of the critical and evaluative skills necessary	Evidence of the critical and evaluative skills necessary	Evidence of the critical and evaluative skills necessary

<p>The degree to which: <i>appropriate materials and media are selected, tested and utilised to realise and present ideas and solutions</i> <i>appropriate technologies, methods and processes are demonstrated</i> <i>transferable, professional skills are effectively demonstrated</i> <i>self management and independent learning are demonstrated</i></p>	<p>evaluative skills utilised leading to highly original solutions to very complex problems</p> <p>Outstanding application of advanced technical skills that fundamentally challenges current understanding and practices</p> <p>Exceptional and remarkable demonstration of professionalism, self-management and independent learning</p>	<p>evaluative skills utilised leading to impressive solutions to very complex problems</p> <p>Highly impressive application of advanced technical skills that challenge current understanding and practices</p> <p>Excellent demonstration of professionalism, self-management and independent learning</p>	<p>order to create original solutions to a range of highly complex problems.</p> <p>Application of advanced skills, techniques and processes that challenge knowledge and understanding of the discipline.</p> <p>Demonstration of a very high level of professionalism, self-management and independent learning</p>	<p>necessary to construct solutions to a range of complex problems</p> <p>Application of advanced skills, techniques and processes that contribute to knowledge and understanding of the discipline.</p> <p>Demonstration of a competent level of professionalism, self-management and independent learning</p>	<p>to identify solutions to a range of complex problems.</p> <p>Application of advanced skills techniques and processes that sustain independent learning in the discipline.</p> <p>Clear demonstration of professionalism, self-management and independent learning</p>	<p>to identify solutions to a range of varied problems.</p> <p>Application of advanced skills techniques and processes that sustain independent learning in the discipline.</p> <p>Acceptable demonstration of professionalism, self-management and independent learning</p>	<p>necessary to identify solutions to problems</p> <p>Insufficient ability to demonstrate the skills necessary for sustained independent learning</p> <p>Insufficient evidence of professional and transferable skills</p>
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## APPENDIX

Before you complete this marketing plan and start using it, consider the following:

**Do your research.** You will need to make quite a few decisions about your business including structure, marketing strategies and finances before you can complete the template. By having the right information to hand you also can be more accurate in your forecasts and analysis.

**Determine who the plan is for.** Does it have more than one purpose? Will it be used internally or will third parties be involved? Deciding the purpose of the plan can help you target your answers. If third parties are involved, find out what are they interested in.

**Do not attempt to fill in the template from start to finish.** First decide which sections are relevant for your business and set aside the sections that don't apply. You can always go back to the other sections later.

**Use the marketing plan guide.** The marketing plan guide below contains general advice on marketing planning and a complete overview with details on each question asked in the marketing plan template.

**Get some help.** If you aren't confident in completing the plan yourself, you can enlist the help of a professional (i.e. Business Enterprise Centre, business adviser or accountant) to look through your plan and provide you with advice.

**Write your summary last.** Use as few words as possible. You want to get to the point but not overlook important facts. This is your opportunity to sell yourself. But don't overdo it. You want third parties to quickly read your plan, find it realistic and be motivated by what they read.

**Review. Review. Review.** Your marketing plan is there to make a good impression. Errors will only detract from your professional image. So ask a number of impartial people to proofread your final plan.