 

**Assignment Brief**

**Marketing Management**

**Academic Year 2020-21**

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| **Module Information:** | |
| Qualification: | International Certificate in Business – SCQF Level 7 |
| Module Code & Title: | Marketing Management |
| Assignment Titles: | Task 1 - Report (Individual)  Task 2 – Presentation slides |
| Component Weighting: | 100% |

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| **Date of Issue:** | **Due date:** |

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| **To be completed by the student:** | |
| Student ID/s: |  |
|  |  |
| Tutor: |  |
| Date Due: |  |
| Date of Submission: |  |

\*All work must be submitted on or before the due date. If an extension of time to submit work is required, a Mitigating Circumstance Form must be submitted.

**Has an extension been approved? Yes No**

**If yes, please provide the new submission date ….…/.…. /……., and affix appropriate evidence.**

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| **First Marker:** | **Second Marker:** |
|  |  |
| **Agreed Mark:** | **Refer: Yes / No** |

**General Guidelines for Assessment**

1. Attach a title page to your assignment. Use previous page as your cover sheet and be sure to fill in the details correctly.
2. All assignment work should be prepared using word processing software and should be organized and clearly structured

**Word Processing Guidance**

1. Use a font type that makes it easy for your examiner to read, for example Ariel or Times New Roman.
2. Use 1.5-line line spacing. Left justify all paragraphs.
3. Ensure that all headings are consistent in terms of size and font style.
4. Use the footer function to insert your Student ID, Name, Subject, Module code, and Page Number on each page.
5. Use the spell check and grammar check functions to check your assignment.

**Assignment Submission**

1. Ensure that you give yourself enough time to complete the assignment by the due date. You must take responsibility for managing your own time effectively.
2. Submit an electronic version uploaded to the student learning management system on or before the stated deadline.
3. Submissions received up to **72 hours after** the deadline will be penalized in line with ISDC’s Late Submission Policy. Thereafter submissions will not be accepted.
4. If you are unable to hand in your assignment on time and have valid reasons such as illness, you may apply (in writing) for an extension under the terms of the ISDC Mitigating Circumstances Policy.
5. Non-submission of work without a valid reason will lead to an automatic REFERRAL. You will then be asked to complete an alternative assignment. Your work will be capped at a PASS.

**Declaration of Authenticity**

1. Take great care that when you use other people’s work or ideas in your assignment, that you properly reference, using the HARVARD referencing system, in you text and any bibliography. Failure to do so could lead to otherwise an investigation and possible penalties for plagiarism, in line with ISDC’s Malpractice Policy.

**Statement of Originality and Student Declaration**

I hereby, declare that I know what plagiarism entails, namely the use another’s work presented as my own without attributing the sources correctly. I further understand what it means to copy or use another’s work.

1. I understand that plagiarism is a punishable offence, which constitutes theft.
2. I understand ISDC’s plagiarism, ghost writing, collusion and copying policy.
3. I the consequences if I plagiaries or copy another’s work or submit work that is not my own.
4. I declare therefore that all work presented by me in this assignment is my own, and where I have made use of another’s work, I have attributed the source correctly.
5. I acknowledge that the attachment of this document signed or not, constitutes my agreement.
6. I understand that my assignment will not be considered as submitted if this document is not included.

**Student’s Signature: …………………………… Date: ………………**

**TASK 1**

X ltd, a 50 years old company, wants to produce and sell an electronic product named E-magic in your country. The product is a one stop solution for entertainment and office work. It works like a mini laptop with essential functions like; music, browsing the web, reading and sending emails, editing and sharing photos, watching videos, listening to music, playing games and reading e-books in a compact and convenient device.

The product will be available in three variants:

* E-magic- High: 14 inch, 64 GB memory, 30 hours battery life, weight 0.90 kg
* E-magic- Add: 12 inch, 32 GB memory, 24 hours battery life, weight 1.50kg
* E-magic-Base 12 inch, 16 GB memory, 24 hours battery life, weight, 1.50 kg

The USP of the product will be its competitive pricing and compressed structure

In order to gain a powerful and sustainable place in the market, the company wants to acquire a customer base and maintain it for the long-term.

The following are a few facts about X ltd and the market in which it operates:

* X ltd products are available in 50 countries and for the first time X ltd wants to enter your country with a completely new product
* X ltd is a company with rich and long history and its electronic products sell exceptionally well in many markets.
* X ltd has strong brand loyalty due to its rich history and strong work ethic
* The resources and raw materials are supplied from China. The company’s production is completely dependent on this supply
* Companies have customers from different cultures and its products are sold in 50 countries through distributors as well as X ltd own stores.

Write a report explaining the marketing process X ltd should follow to ensure effective customer satisfaction and market value.

Include the following points in your report:

1. Describe the impact of micro and macro environment
2. Explain the principles of segmenting, targeting, differentiating and positioning strategies
3. Explain the strategies related to Product, Price, Place and Promotion of marketing mix

Please state any assumptions you make about X ltd.

The maximum number of words is 1500.

**MARKING CRITERIA**

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| **Assessment Items** | **Marks** |
| Explain the concept of marketing and describe what environmental factors impact on X ltd and its product, E-magic | **10** |
| Describe consumer buying behaviour of your country | **10** |
| Explain segmentation and targeting strategy and according to the consumer base of your country. Break the market into segments and then concentrate marketing efforts to one or few key segments. | **15** |
| Explain how differentiating and positioning strategies will be helpful to the company in attaining maximum competitive advantage | **15** |
| Describe the importance of the 7Ps of the marketing mix and how X company should apply this to its marketing strategy for E Magic. | **15** |
| Explain in detail the strategies related to product, price, place and promotion that can help X ltd to achieve its goals for E-magic | **15** |
| **Total** | **80** |

**[TOTAL: 80 MARKS]**

**TASK 2**

Create a PowerPoint presentation, with notes, for company X Ltd to help junior staff understand the importance of digital media in marketing, with particular focus on search engine optimization strategy.

Include the following points in your presentation:

1. Explain various forms of digital media and their importance in marketing management
2. Describe search engine optimisation strategy and explain how it helps in attracting customers

The maximum number slide is 12.

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| **Assessment Criteria** | **Marks** |
| Explain various forms of digital media | **5** |
| Explain the importance of various forms of digital media in marketing management and explain how digital marketing uses the extended marketing mix: people, process and physical evidence | **5** |
| Describe search engine optimisation strategy | **5** |
| Explain how it helps in attracting customers | **5** |
| **Total** | **20** |

**[TOTAL: 20 MARKS]**