

Assignment Brief

Module code and title:	Principles of Marketing	Module leader:	
Assignment No. and type:	Coursework 1: Individual report: The 4Ps/marketing mix. 1500 words	Assessment weighting:	50 %
Submission time and date:		Target feedback time and date:	3 weeks after submission deadline.

Assignment task

An **individual 1500 word** report on target marketing and the 4P's of the marketing mix i.e. Product, Price, Place and Promotion.

You need to compare and contrast the target audience for the brand and also how effective the brands are in their application of the 4Ps of the marketing mix for **one selected pair of brands (NOT ALL OF THEM)** from the list below:

Brand A	Brand B
Pringles (Kellogg's)	Popchips (KP Snacks)
Oasis Fruit drink	Ribena Fruit Drink
BelVita Baked Bar	Nature Valley Cereal Bar
Head & Shoulders Shampoo	L'Oréal Elvive Shampoo
Playstation 5	Nintendo Switch
Billy's Kitchen Dry Dog food	Harrington's Dry Dog Food

You need to carry out in-depth research into the brand's target market (who they are, their likes/dislikes, their levels of personal disposable income etc.) using market research databases e.g. Mintel. You then need to look at the brands themselves, their brand values and competitive positioning in the market before going on to discuss their application of the 4Ps – product, price, place and promotion. The key to getting a good mark on this is to prepare a **comparative analysis**. Do not describe the brands in isolation – always look at the two together and explain why they do things differently.

You need to research the following:

1. Target Market

You need to develop a detailed target market profile for each brand using data sources such as Mintel, the companies' own websites and other secondary sources. You need to think about age,

Compare only these two

gender, personal disposable income, social class, level of education, family life cycle, lifestyles, other brands they like, TV programmes they watch, hobbies etc.

2. Product /Brand

Using Levitt's model of a brand, try to analyse your two selected brands (their shape, packaging, colour scheme etc.). How different are they at the **functional and emotional level**? What are the **brand values** that the companies are trying to portray? In addition include coverage of Aaker's brand personality framework to see which personality type(s) each brand follows.

3. Price

You need to carry out some on-line and in-store research to establish a **market price** for each of the brands and any competing products. Display all this competitive pricing research in a table and draw conclusions about which **pricing strategy** they are adopting.

4. Place (Distribution)

You need to look at channel management. Which stores stock this product? Is it a mass market product where the company has maximised distribution outlets, or is it a luxury brand where distribution is deliberately limited? Explain your answer. If possible, take photos of the product in-store/on-line. What does this tell you about brand values?

5. Promotion

You need to research their past methods of communication (e.g. cinema, TV, outdoor, print, social media, mobile, own website etc.). Which communication methods do they use to build their respective brands? – and how do they do this? How are they positioning themselves in the minds of target audiences? (E.g. affordable, luxury, healthy, socially conscious etc.).

You only have **1500 words** for your report so you need to decide what goes in the appendices. It is suggested that you follow this structure for your work.

Executive Summary

THIS IS WRITTEN LAST (because it is a summary of your research) BUT IT **APPEARS FIRST** (before the contents page), in order to catch the attention of the reader and encourage them to read further. It should cover in **one page or less**:

- The aim of the report,
- The methods of research,
- The results (top-line summary only),

- Conclusions

Contents Page (Use the feature in Word to do this automatically)

Introduction

This should be quite brief – it's NOT a detailed coverage of a 100 years of corporate history. It should include the aim of the report and some background information on each of the chosen brands – i.e. **a brief description of the brands** with useful data such as **market share, market size and trends in sales**, which you can find from the most recent Mintel reports as well as in the trade press.

Findings

Use sub-headings to make your report easier to follow. We suggest you adopt the following headings:

1. **Comparison of Target Markets**
2. **Product** - Evaluation of the Products and their Brand Values
3. **Price** - Evaluation of the Pricing Strategies Used
4. **Place** - Distribution of the Brands
5. **Promotion** – Communications by the Brands

Conclusion and Recommendations

This is where you provide some element of evaluation of your research findings.

- How has each brand applied the 4P's?
- Why have they applied the 4P's in this way?
- Which brand has been most successful in its application of the 4P's?
- How could each of the brands improve their use of the 4P's?

References

Appendices

Use the appendices to display any raw research data such as pricing data which the reader could not access anywhere else.

This assignment has been designed to provide you with an opportunity to demonstrate your achievement of the following module learning outcomes:

LO 1 Analyse the effectiveness of the marketing mix for any given company or brand.

LO 2 Demonstrate knowledge of STP marketing planning process.

Practicalities: Referencing, presenting and submitting your work

Please see your programme handbook for information on the standard referencing style, presentational requirements and process for submitting your work.

Confidentiality

You are expected to take responsibility for maintaining and managing confidentiality issues in your work. You should maintain and respect confidentiality in relation to the protection of personal, technical and/or commercial information of a sensitive nature in your assessed work, whatever the format.

For further information and guidance, please see the relevant section in your programme handbook.

Academic integrity

Academic integrity means taking responsibility for your own work.

When you submit an assignment, you are making a declaration that it is your own work and that you have acknowledged the contribution of others and their ideas in its development (for example, by referencing them appropriately).

For further information and guidance, please see the University website:

Assessment Criteria

Academic Year 2022-23

	Fail 0-34 (F) – Fail	Fail 35-39 E – Marginal fail	Pass 40-49 (D)	Pass 50-59 (C)	Pass 60-69 (B)	Pass 70-79 (A)	Pass 80-100 (A+)
	Not successful	Below required standard	Satisfactory	Good	Very Good	Excellent	Outstanding
<p>Knowledge and understanding 30%</p> <p>This should include evidence of:</p> <ul style="list-style-type: none"> • Segmentation, targeting and positioning (STP Marketing) • Levitt's model of a product/brand • Branding and brand values • Aaker's brand personality framework. • Pricing strategies • Distribution strategies • Paid, owned and earned media. 	<p>Work demonstrates a limited and/or substantially inaccurate or no understanding of the underlying concepts and principles associated with STP marketing and the marketing mix. There is little or no demonstration of the ability to identify principles and concepts underlying theoretical frameworks and approaches.</p>	<p>Work demonstrates insufficient understanding of the underlying concepts and principles associated with STP marketing and the marketing mix. There is insufficient demonstration of the ability to identify principles and concepts underlying theoretical frameworks and approaches</p>	<p>Work demonstrates a basic understanding of the underlying concepts and principles associated with STP marketing and the marketing mix. There is sufficient demonstration of the ability to identify principles and concepts underlying theoretical frameworks and approaches.</p>	<p>Work demonstrates a sound breadth and depth of understanding of the underlying concepts and principles associated with STP marketing and the marketing mix. There is a sound demonstration of the ability to identify principles and concepts underlying theoretical frameworks and approaches.</p>	<p>Work demonstrates a refined understanding of the underlying concepts and principles associated with STP marketing and the marketing mix. There is a sophisticated demonstration of the ability to identify principles and concepts underlying theoretical frameworks and approaches.</p>	<p>Work demonstrates a highly accomplished understanding of the underlying concepts and principles associated with STP marketing and the marketing mix. There is a highly accomplished demonstration of the ability to identify principles and concepts underlying theoretical frameworks and approaches.</p>	<p>Work demonstrates an exceptional understanding of the underlying concepts and principles associated with STP marketing and the marketing mix. There is an exceptional demonstration of the ability to identify principles and concepts underlying theoretical frameworks and approaches.</p>
<p>Research skills 25%</p>	<p>There is little or no evidence of</p>	<p>There is limited evidence of</p>	<p>Evidence of reading largely</p>	<p>Wider reading is largely limited to</p>	<p>Wider reading shows a range of</p>	<p>Application of wider independent</p>	<p>Application of extensive</p>

Assessment Criteria

<p>This should include evidence of:</p> <ul style="list-style-type: none"> • Use of academic text. • Use of evidence (for example Mintel, Corporate websites, news media. • Number and diversity of sources used. • Suitability of sources for use in H.E. 	<p>reading of the core academic texts or the utilisation of key secondary sources There is little or no evidence of wider reading.</p>	<p>reading of the core academic texts or the utilisation of key secondary sources. Wider reading lacks relevance.</p>	<p>restricted to core texts and only partially integrated. Some utilisation of recommended key secondary sources. Wider reading is relevant but limited and only partially integrated.</p>	<p>core texts but has clearly enhanced the work. Utilisation of key secondary sources noted. Wider reading is relevant and only partially integrated.</p>	<p>sources being used and applied, some of which are independently selected. Reference to key academic texts and the utilisation of key secondary sources noted. Wider reading is relevant and integrated.</p>	<p>reading is fully evident in the work. Effective reference to key academic texts and the utilisation of key secondary sources noted. Wider reading is relevant and fully integrated.</p>	<p>independent reading is evident throughout the work. Highly effective reference to key academic texts and the utilisation of key secondary sources noted. Wider reading is relevant and fully integrated.</p>
<p>Analysis and Criticality 25% This should include evidence of:</p> <ul style="list-style-type: none"> • Analysis and interpretation of research data on the market sector and both brands. • Comparison of Target Markets and application 	<p>Work demonstrates a limited or no ability to develop lines of argument and make judgements in accordance with basic theories and concepts, evidenced by: • little or no demonstration of an ability to draw comparisons on what is the same</p>	<p>Work demonstrates an insufficient ability to develop lines of argument and make some sound judgements in accordance with basic theories and concepts, evidenced by: • insufficient demonstration of the ability to draw comparisons on</p>	<p>Work demonstrates a sufficient ability to develop lines of argument and make largely sound judgements in accordance with fundamental theories and concepts, evidenced by: • sufficient use of ideas and techniques to</p>	<p>Work demonstrates well-developed lines of argument and sound judgements made in accordance with fundamental theories and concepts, evidenced by: • good use of ideas and techniques to draw comparisons</p>	<p>Work demonstrates well-developed lines of argument and sophisticated judgements made in accordance with fundamental theories and concepts, evidenced by: • very good use of ideas and techniques to draw comparisons</p>	<p>Work demonstrates highly accomplished development of lines of argument and independent judgements made in accordance with fundamental theories and concepts, evidenced by: • excellent use of ideas and</p>	<p>Work demonstrates exceptionally accomplished development of lines of argument as well as sophisticated and independent judgements made in accordance with fundamental theories and concepts, evidenced by:</p>

Assessment Criteria

<p>of the 4P's by the brands.</p>	<p>and what is different about the way the two companies utilise STP marketing for the brands selected or how the brands apply the 4p's of the marketing mix.</p> <ul style="list-style-type: none"> • little or no use of relevant and appropriate sources to support arguments. 	<p>what is the same and what is different about the way the two companies utilise STP marketing for the brands selected or how the brands apply the 4p's of the marketing mix.</p> <ul style="list-style-type: none"> • there is some limited evidence of the ability to select evaluate and comment on a limited range of relevant and appropriate sources to support arguments 	<p>draw comparisons on what is the same and what is different about the way the two companies utilise STP marketing for the brands selected and how the brands apply the 4p's of the marketing mix.</p> <ul style="list-style-type: none"> • use of a sufficient range of relevant and appropriate sources to support arguments, some of which are independently selected 	<p>on what is the same and what is different about the way the two companies utilise STP marketing for the brands selected and how the brands apply the 4p's of the marketing mix.</p> <ul style="list-style-type: none"> • use of a sound range of relevant and appropriate sources to support arguments some of which independently selected 	<p>on what is the same and what is different about the way the two companies utilise STP marketing for the brands selected and how the brands apply the 4p's of the marketing mix.</p> <ul style="list-style-type: none"> • use of a sophisticated range of relevant and appropriate sources to support arguments some of which are independently selected 	<p>techniques to draw comparisons on what is the same and what is different about the way the two companies utilise STP marketing for the brands selected and how the brands apply the 4p's of the marketing mix.</p> <ul style="list-style-type: none"> • use of a highly accomplished range of relevant and appropriate sources to support arguments many of which are independently selected 	<ul style="list-style-type: none"> • exceptional use of ideas and techniques to draw comparisons on what is the same and what is different about the way the two companies utilise STP marketing for the brands selected and how the brands apply the 4p's of the marketing mix. • use of an exceptional range of relevant and appropriate sources to support arguments many of which are independently selected
<p>Transferable Skill Literary skills 10%</p> <p>This should include evidence of:</p> <ul style="list-style-type: none"> • Accurate spelling, punctuation and grammar 	<p>No evidence of any attempt to edit the report into a cohesive document. Poor literacy skills.</p>	<p>Weak editing in the final report. Major problems with literacy skills</p>	<p>Satisfactory editing in the final report. Consistent problems with literacy skills.</p>	<p>Good editing in the final report. Minor problems with literacy skills.</p>	<p>Very good editing in the final report. Very good literacy skills demonstrated.</p>	<p>Excellent editing in the final report. Excellent literacy skills demonstrated.</p>	<p>Outstanding editing in the final report. Outstanding literacy skills demonstrated.</p>

Assessment Criteria

<ul style="list-style-type: none"> • Completing all of the assignment tasks • Appropriate language use • Appropriate report writing conventions 							
<p>Transferable Skill Referencing 10%</p> <p>This should include evidence of:</p> <ul style="list-style-type: none"> • Use of Harvard referencing in text and on the reference list. 	<p>No attempt at referencing</p>	<p>Major errors noted in the application of the rules of Harvard referencing missing or inaccurate reference list.</p>	<p>Parts of work adheres to rules of Harvard referencing missing or inaccurate reference list.</p>	<p>Mostly adheres to rules of Harvard referencing in text and in reference list.</p>	<p>Very good adherence to rules of Harvard referencing in text and in reference list.</p>	<p>Excellent adherence to rules of Harvard referencing in text and in reference list.</p>	<p>Perfect or almost perfect adherence to rules of Harvard Referencing in text and in reference list.</p>