

Assignment Brief

Qualification	HIGHER NATIONAL IN BUSINESS
Unit Number and Title	UNIT 2-MARKETING PROCESSES AND PLANNING
Start Date	
Hand In Deadline	
Assessor Name	
Assignment No	
Assignment Title	Marketing Processes and Planning

Purpose of this assignment

This unit is designed to introduce students to the dynamic world of the marketing sector and the wealth of exciting career opportunities available to support their decision making in their career choices. Students will have the opportunity to learn about the competencies and behaviours required by employers to work in the marketing sector. They will be introduced to the key principles of marketing, enabling them to develop a marketing plan. They will study the underpinning theories and frameworks of marketing while relating them to real-world examples, including products/services that they encounter in their daily lives.

Assignment Description

This Assignment covers the Learning outcomes LO1, LO2, LO3 and LO4.

Preparation guidelines

- The report should be grammatically correct and word processed.
- The written report must be presented in a professional manner, front page, contents page, page numbering, bibliography and annexes.
- Use the Font as Times New Roman 12 and 14 (Headings) and 1.5-line spacing.
- Identify any references and Use the Harvard referencing system.
- Complete the Student Submission Declaration form and sign the statement of authenticity.
- You will pass the assignment only if you achieve all Pass criteria. Student must provide evidence that learning outcomes of the subject have been met.
- Assignment will be checked for Plagiarism. Appropriate Actions may be taken as per Times / BTEC Plagiarism Policy.

Good practice

- Make backup of your work in different media (hard disk, memory stick etc.) to avoid distress for loss or damage of your original copy.
- Make an extra hardcopy of your work submitted for your own reference or later use.

“ASSIGNMENT BRIEF”

TASK 1:

Scenario:

You are applying for the role of Marketing Manager within one of the leading organizations (any organization of your choice), and as part of the interview process you are required to discuss the concept of marketing as well as its role within the organisation. Further to this you will have to explain how marketing interrelates with other functions within the business.

The learners are required to produce a report and include the following details. (Word Document)

1. Report should include explanation of the concept of marketing and marketing operations including the different areas and role of marketing
2. Along with how the marketing function relates to the wider organisational context.
3. An analysis of the role of marketing in the context of the marketing environment and the analysis of the significance of interrelationships between marketing and other functional units of an organisation
4. Critically analyse the external and internal environment in which the marketing function operates

LO1: P1, P2, M1, M2, D1

TASK 2:

With reference to TASK 1, you have been appointed as the new Marketing Manager for [same organisation]. The first objective you have been set is to research the competition and produce a marketing plan based on your findings. This assignment has two parts:

Part A: Compare how [your organisation] and [its competitor organisation] use the various elements of the 7Ps marketing mix. This will be submitted as a briefing paper for the marketing team.

The briefing paper will explain how the marketing mix and marketing process is used to achieve business objectives, relating to the two chosen organisations. This research will inform your situational analysis and enable you to formulate marketing goals and objectives for your organisation based on the comparative findings.

Points to consider

1. Compare the ways in which different organisations apply the marketing mix to the marketing planning process to achieve business objectives.
2. Review strategies and tactical approaches applied by organisations to demonstrate how business objectives can be achieved successfully.
3. Evaluate strategies and tactical approaches to the marketing mix in achieving overall business objectives.

LO2: P3, M3, D2

Part B: Produce a marketing plan to meet marketing goals and objectives. The marketing plan should include all elements of the 7Ps marketing mix, with an action plan and measures for monitoring and evaluating progress and attainment of marketing goals and objectives.

Points to consider

1. Develop a marketing plan that includes key elements of marketing planning for an organisation to achieve marketing objectives.
2. Produce a detailed tactical marketing plan that integrates the extended marketing mix to achieve marketing objectives.
3. Produce a strategic marketing plan for an organisation that measures achievement of marketing objectives within key performance metrics.
4. Produce a media plan that includes recommendations and rationale for selected

media activities that meet budgetary requirements and objectives of a marketing campaign brief.

5. Devise an integrated multimedia plan, selecting appropriate digital, offline and social media channels for communication.
6. Provide a justified integrated multimedia plan based on quantitative and qualitative criteria.

LO3: P4, M4, D3

LO4: P5, M5, D4