

Colbourne College

TERM PAPER 1

ASSIGNMENT: To Produce a Marketing Report

To demonstrate learning students will undertake a comprehensive project in a small business enterprise - tourism or other services or product based sector.

The outcome of the project is;

1. One (1) Business Report (2, 500 – 3, 000 words)	30% of the Final Coursework Grade
2. One (1) 15 Minutes Oral Presentation – Group	10% of the Final Coursework Grade

The Case:

You are a Senior Partner in a Business Consulting Firm (your company name). Your firm analyzes existing and start-up businesses, creates solutions to problems, and helps small businesses to develop effective plans for meeting their goals. (More details will be required on the firm). The Firm is hired by a group of small investors (private partners) purchasing an existing small business enterprise (provide name and brief description of the business acquiring).

The Assignment:

Having acquired the new business you will prepare a Marketing Report for the investors who have limited marketing knowledge. The Report will combine research, analysis, solution - creative marketing ideas to drive performance, and recommendations for continuous improvement. The Report will enable the investors to clearly understand the “The marketing opportunities and potential of the new business enterprise”

Objectives of the Marketing Report assignment:

The Marketing Report enables and encourages the students' to;

1. Develop appreciation for the scope, function and role of marketing in business success.
2. Think creatively - Business Reports do not only present information but innovative ideas to improve or solve a problem and drive business performance.
3. Integrate marketing analysis tools to a company to identify threats, maximize opportunities, and increase sales and profitability.
4. Develop effective report writing skills.

The Students will, among other requirements:

1. Report on a company's product, brand and organization.
2. Describe the current market environment, company products, and business units. Include analysis of the brand, sales, pricing, trends in distribution and major competitors.
3. Fully outline the company's marketing strategy to assist in achieving the company's goals and to respond to threats.
4. Describe the role of the marketing mix – product, price, promotion and place – in achieving the company's goals and objectives.
5. Apply analytical marketing tools and models;
 - a) Macro-environmental factors: PESTLE
 - b) The marketing mix (4 Ps)
 - c) SWOT Analysis
 - d) Porter's five competitive forces

In order to identify the factors influencing/threatening sales and profitability

6. Create a marketing budget that reflects the cost of the marketing campaigns and programs. The budget will reflect expected revenue, costs, and expected profit. This is a critical component to be included.
7. Demonstrate how technology is employed in the marketing strategy, not just as a promotional tool, but for sales and customer relations management and recording.
8. Discuss the programs and campaigns to execute the marketing strategies. Delineate the responsibilities to be undertaken by different business units (department) and persons, and the timeline for each program.

Students MUST meet ALL Assessment criteria for Unit 4 Principles of Management.

ANALYTICAL TOOLS/MODELS

Macro - Environment	Marketing Mix
Political Economical Social/Cultural Technological Legal Environmental	Product Price Promotion and Place
SWOT	
Strengths	Weaknesses
Opportunities	Threats
Porter's Five Competitive Forces	
<p>Porter's five competitive forces</p> <p>Potential Competitors</p> <p>Current Competition</p> <p>Power of buyers</p> <p>Power of suppliers</p> <p>Threat of Substitutes</p>	

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TERM PAPER 1: UNIT FOUR *Marketing Principles (15)*

REPORT TASK: 2500-3000 Words		Students:	Lecturers:
Students MUST PASS <u>ALL</u> the Assessment Criteria below to PASS the paper:		Add page Numbers	Add Pass/ Review
LO1 Understand the concept and process of marketing	1.1 Identify the various elements of the marketing process AND Explain the various elements		
	1.2 evaluate the benefits and costs of a marketing orientation for the business		
LO2 Be able to use the concepts of segmentation, targeting and positioning	2.1 show macro and micro environmental factors which influence marketing decisions		
	2.2 propose segmentation criteria to be used for products in different markets (make selection to match your organization)		
	2.3 choose a targeting strategy for the business		
	2.4 demonstrate how buyer behaviour will affect marketing activities in different buying situations . - (provide examples of the business's marketing activities)		
	2.5 propose new positioning for a selected product/service of the business		
LO3 Understand the individual elements of the extended marketing mix	3.1 explain how products are developed to sustain competitive advantage		
	3.2 explain how distribution is arranged to provide customer convenience		
	3.3 explain how prices are set to reflect an organisation's objectives and market conditions		
	3.4 illustrate how promotional activity is integrated to achieve marketing objectives		
	3.5 analyse the additional elements of the extended marketing mix		
LO4 Be able to use the marketing mix in different contexts	4.1 plan and illustrate marketing mixes for two different segments in consumer markets		
	4.2 illustrate differences in marketing products and services to businesses rather than consumers		
	4.3 show how and why international marketing differ from domestic marketing		

STUDENT'S NAME:

MARKER'S NAME:

STUDENT ID #:

MARKER's ID:

Student Signature _____

Marker's Signature: _____

Date: _____

Date: _____

By signing and submitting this form the student confirms this assignment is his/her authentic work.

GROUP PRESENTATION

Assignment 1: 15 Minutes Presentation (7%)

You will be meeting a group of potential Investors to launch a new product/service. You are required to make a formal Marketing Presentation:

- Apply the marketing mix – product, price, promotion and place to establish a new line of product/service.
- Use a combination of role playing, and marketing tools and techniques to effectively communicate the marketing data and idea.

Organize your presentation and role playing do demonstrate the following:

- a. Marketplace overview, product description, position in the marketplace, pricing and distribution strategy.
- b. Include a discussion of competitors and target customer profile in the marketplace overview.
- c. Explain why the product or service meets the needs of the marketplace or what needs to be changed to do so in the product portion of your presentation.
- d. Discuss your unique selling benefit and brand in the positioning segment.
- e. Explain why the product is priced the way it is or why it needs to be re-priced.
- f. Evaluate how your current or proposed distribution strategy fits in with your branding and pricing strategies.

Assignment 2: Written Report

450 Words (3%)

Analyse and reflect on your team performance: Do Number 1 OR 2. #3 is compulsory.

- 1) Apply [Bruce Tuckman's five stages of group development](#) and show:

How the team develops, face up to challenges, tackle problems, make decisions and find solutions, design and assign the work plan, and to deliver results.

- 2) **Group Decision-making:** Explain how the group makes systemic decisions involving marketing communication, and branding. *Systemic decision-making involves the following steps:*

[Defining the problem, Identifying limiting factors, developing potential alternatives, Analyzing the alternatives, Selecting the best alternative, Implementing the decision, and Establishing a control and evaluation system.](#)

- 3) Reflection: Were you happy with the team performance? **Do a SWOT Analysis. Listing is acceptable.** What steps will you take to improve future performances?

Organize the **oral presentation** into the following sections:

Attire and Format



Dress Smart. Keep Smiling. Be Confident. Speak confidently. Keep eye contact with the different sections of your audience. Don't Read. Discuss.

Know your product. Discuss your product with enthusiasm and passion. Moderate your voice projection. Engage the audience in the discussion by asking questions.

"The basic format of your presentation should follow the "Tell them what you're going to tell them," "Tell them," and "Tell them what you told them" format. This includes an overview, the presentation and a recap."

Pop Quiz

To get attendees to buy into your message, administer a "pop quiz," asking them questions about the product, the pricing, the competition, the target customer and other topics you'll cover in your presentation. Tailor the questions so that the attendees give you the information you will soon be presenting, creating a stronger belief in what you're selling.

Present Research

Don't ask attendees to rely on your word or opinion. Use statistical data and research to introduce objectivity to your presentation. Visit the websites of trade associations in the industry or profession that serves your client, customer or your business, if you are making an in-house presentation. Find research reports that provide market trends, consumer preference or demographic shifts, sales numbers and other data. Provide historical data from the customer or your company to give an overview of its sales trends.

Use Visuals

Don't rely on the spoken word or simple text on an overhead or chalkboard. Use photos of the product alongside competitors' to let attendees see the differences. Use graphs to show sales growth or decline across specific time periods. List the various media you are recommending be used for advertising and those that won't be chosen and use bar charts to compare readers and costs. Show pictures of the magazines and websites you're recommending. Always have product samples in the room, if possible.

Create Mock-Ups

Let attendees see samples of the ads, brochures, direct mail pieces, websites banners and billboards you plan to use. Let them see your application of the consistent brand and benefits messages. Explain why you chose the typography you did and the graphics you used."

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<http://smallbusiness.chron.com/marketing-presentation-ideas-43086.html>

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