

## **MASTER OF BUSINESS ADMINISTRATION**

### **STRATEGIC MARKETING MANAGEMENT**


#### **ASSIGNMENT**

Please refer to the **Academic Calendar** for the assignment submission dates.

#### **TECHNICAL REQUIREMENTS AND ASSIGNMENT INSTRUCTIONS**

- Ensure that your **first name, surname, student number, the course code number and total number of pages** appear on the front cover of your assignment.
- Assignments **must be submitted online via the Turnitin link** on your course subject page. Assignments may not be submitted via e-mail.

Here is an example of the assignment submission link:

 [BPM\\_Public\\_Policy\\_Assign\\_Sub\\_7April2016](https://portal.regenesys.net/course/view.php?id=43)

- You will find instructions on how to upload assignments in the Turnitin guide to submitting papers here: <https://portal.regenesys.net/course/view.php?id=43>
- Answer this assignment according to the guidelines in the Assignment Submission Guide, which you can download here:  
[https://portal.regenesys.net/pluginfile.php/1400/mod\\_resource/content/10/Assignment\\_Submission\\_Guide\\_Acad\\_ver7.pdf](https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf)
- Ensure that you have a thorough understanding of the frequently used terms in assessments. For an explanation of assessment terminology, go to:  
[https://portal.regenesys.net/pluginfile.php/1400/mod\\_resource/content/10/Assignment\\_Submission\\_Guide\\_Acad\\_ver7.pdf](https://portal.regenesys.net/pluginfile.php/1400/mod_resource/content/10/Assignment_Submission_Guide_Acad_ver7.pdf)
- Start this assignment as soon as possible. It will help you focus on important parts of the subject content early in your studies.

## Assignment format

| Programme assignment submission guidelines | Assignment body length in words – excludes cover page, tables of contents and references | Minimum references required in bibliography | Maximum similarity index permitted |
|--|--|---|------------------------------------|
| Master's                                   | 5,000-6,000  | 15  | 15%                                |
| Postgraduate diploma                       | 4,500-5,500  | 10  | 15%                                |
| Third year                                 | 3,500-4,500  | 7   | 20%                                |
| Second year                                | 3,000-4,000  | 5   | 20%                                |
| First year and higher certificate          | 2,500-3,500  | 3   | 20%                                |

## Assignment document settings

|              | Main heading                     | Subheadings | Body text |
|--------------|----------------------------------|-------------|-----------|
| Font         | Arial                            | Arial       | Arial     |
| Text size    | 18 pt                            | 12 pt       | 11 pt     |
| Line spacing | Single                           | Single      | 1,15      |
| Margins      | 2 cm top, bottom, left and right |             |           |

- Use Arial 11pt, 1.15 spacing.
- Write your responses in **ESSAY AND PARAGRAPH FORMAT**. Avoid bullet-type responses.
- Appendices may be a maximum of three pages each, with the information in them relevant to the assignment and summarised. Provide relevant links referenced in your appendices so that your assessor can evaluate them.
- Respect the introduction, body and conclusion format for answering questions – this counts for marks.

| MARK ALLOCATION GUIDELINES  |  |  |  |   |   |
|---|--|--|--|---|---|
| <b>Introduction and conclusion</b>  | Up to <b>5%</b> for clear statement of purpose, clear outline of aspects covered in assignment, summarising key issues in the assignment; relevance of summary to assignment |  |  |   |   |
| <b>Referencing</b>  | No in-text referencing or reference list<br><b>= 0%</b>  | Minimal referencing evident<br><b>= 1-4%</b> | Referencing evident but inconsistent, incomplete, and fewer than required<br><b>= 5%</b> | Depending on application of referencing techniques in text, in reference list, and variety and number of references consulted – substantially exceeding the minimum number required<br><b>= 6%-9%</b> | Perfect in-text referencing, reference list, variety and number of references consulted and substantially exceeding the minimum number of references required<br><b>= 10%</b> |
| <b>Body</b>   | The marks awarded for the questions you answer or tasks you perform will be calculated out of 100. These will be recalculated to count for 85% of the total assignment mark. |  |  |   |   |
| More details on mark allocation can be found in the assignment submission guidelines at <a href="https://portal.regenesys.net/course/view.php?id=43">https://portal.regenesys.net/course/view.php?id=43</a> |  |  |  |   |   |

## Referencing

- Plagiarism is a serious offence. Do not copy directly from any text unless absolutely necessary. Enclose quotes in inverted commas to indicate that they are not your words, and include an in-text reference with each quote. Paraphrase all the reference comments that you use and include appropriate reference and page numbers.
- Use the in-text referencing method prescribed by Regenesys under guidelines and policies on the student portal. Consult the referencing mark allocation guide for the minimum number of references needed for this assignment.
- Full referencing of all sources, including page numbers in in-text referencing, is essential. For example: (Gitman, 2010:15) in text, and then in your reference list:  
Gitman, L.J. 2010, *Principles of Managerial Finance*, Cape Town: Pearson Education.
- Extensive and credible academic references are required to demonstrate that you have researched the topics fully and so that you can substantiate your arguments critically.

**NOTE: At postgraduate level, you are expected to substantiate your answers with evidence from independent research.**

You may work on this assignment in a group **BUT** you must write the assignment individually, and in your own words. If **NOT**, you will be told you have copied, and you will have to do a brand-new assignment. The mark will be capped at 60%, and you will have to pay a resubmission fee.

### INTRODUCTION TO THE ASSIGNMENT

1. This assignment consists of one question with **THREE** sub-questions. All questions are compulsory.
2. A high level of analysis is expected in answering the questions at this MBA stage. Relate answers to scenarios provided or requirements of questions to score higher marks. Theoretical examples and discussions will score below average marks.
3. We wish you success

## ASSIGNMENT QUESTIONS

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### QUESTION 1

[100 MARKS]

Identify a product or service in your organisation that needs to be marketed. Write a report to the management team, discussing the topics below, and make recommendations to them. Substantiate your recommendations by explaining the theory behind your decisions, using your textbook, and at least 3 – 5 academic journal articles. You can also use other online sources to support your argument. Use professional academic writing and APA 7 referencing style.

- 1.1 Identify and evaluate the challenges with formulating a market-driven strategy for the product or service that you have selected. Describe the context in your own company and justify why product or service was selected. (35)
  - See this blog as a guideline: <https://www.cim.co.uk/content-hub/editorial/todays-top-five-marketing-challenges/>; and this article: Jarratt, D., & Fayed, R. (2001). The impact of market and organisational challenges on marketing strategy decision-making: a qualitative investigation of the business-to-business sector. *Journal of Business Research*, 51(1), 61-72.  
[https://www.researchgate.net/publication/222692276\\_The\\_impact\\_of\\_market\\_and\\_organisational\\_challenges\\_on\\_marketing\\_strategy\\_decision-making\\_A\\_qualitative\\_investigation\\_of\\_the\\_business-to-business\\_sector](https://www.researchgate.net/publication/222692276_The_impact_of_market_and_organisational_challenges_on_marketing_strategy_decision-making_A_qualitative_investigation_of_the_business-to-business_sector)
- 1.2 Perform a market analysis and identify the different market segments in which the chosen product or service can be positioned. (35)
- 1.3 Sketch the typical customer profile (and his or her needs), who could benefit or find value from purchasing your product or service (30)

| QUESTION 1: SCORING  |  |   |  |   |
|--|--|---|--|---|
| Criteria   | Exceeds high level<br>Excellent  | Achieves high level/Meets<br>expectations   | Needs improvement/<br>approaching<br>expectations  | not meeting expectations/<br>incomplete   |
| <b>1.1 Challenges with developing a market-driven strategy</b>       |  |   |  |   |
|  | Student thoroughly discusses and exhibit understanding of how to identify and evaluate challenges with developing a market-driven strategy. Extra research is evident. Product or service chosen is well motivated. Background on the company creates context. Level of evaluation meets or exceeds MBA level.       | Student discusses and exhibit some understanding of how to identify and evaluate challenges with developing a market-driven strategy. However, context and motivation are limited. Extra research is evident. Level of evaluation suffices for MBA level. | Somewhat demonstrates understanding of how to identify and evaluate challenges with developing a market-driven strategy. Limited research is evident. Level of evaluation below MBA level.   | Lacks solid understanding of hoe to identify and evaluate challenges with developing a market-driven strategy. Limited to no effort apparent. Level of evaluation is poor. No context or motivation provided.                               |
| <b>1.2 Market analysis and segmentation</b>                          |  |   |  |   |
|  | Advanced attempt made to analyse the market and to discuss the different segments. Extra research is evident. Level of evaluation meets or exceeds MBA level.  | Sound discussions on an analysis of the target market and segmentation. Evidence of extra research exists. Level of evaluation suffices for MBA level.  | Fair discussions about the analysis and segmentation of the market. However, there is limited application linking to the question's requirements. Discussions are somewhat theoretical. Limited research is apparent. Level of evaluation is average with potential to be better at MBA level. | Provided generalised discussions, not linked to information contained in the question, does not relate to the question's topics. Discussions are largely theoretical. No to limited effort is evident. Level of evaluation below MBA level. |
| <b>1.3 Understanding the customer/ strategic customer management</b> |  |   |  |   |
|  | Demonstrate an understanding of the customer and where strategic customer management fits in. Recommendations are pragmatic, relevant and relate to information obtained from market analysis. Extra research is evident. Level of evaluation meets or exceeds MBA level. Good report writing and referencing style. | Recommendations are sound, relevant and relate to information obtained from market analysis. However, application is limited. Evidence of extra research exists. Level of evaluation suffices for MBA level. Acceptable report writing and referencing.   | Recommendations are not practical and mostly theoretical. Little research is apparent, and recommendations are below MBA level. No proper referencing, and report is not in academic writing style.  | Minimum to no effort is apparent, recommendations are poor and not acceptable at MBA level.   |

**Total Marks:100**