

UNIT 4: Marketing Principles

BUSINESS ASSIGNMENT TASKS: You are a Business Development Consultant. Your Firm is hired by a small business enterprise that is facing myriads of organizational problems. Your job as a Business Development Consultant is to analyze the problems in the business, research solutions and/or benchmark good practices and make suitable recommendations for improvements.

INSTRUCTION TO THE STUDENTS:

- For Unit 4 Learning Outcome 1 has individual assignments only. Learning Outcomes 2, 3 and 4 have group assignments only.
- These Tasks are Research Assignments. This means that you must use either Secondary and/or Primary research methods to gather evidences to answer each task. You are NOT required to write from prior knowledge. These are Research Tasks.
- Plagiarism is totally unacceptable. You must cite all sources and input the information by paraphrasing, summarising or using direct quotes. A Fail Grade is given where Plagiarism is identified in your work. There are no exceptions.
- Your evidences/findings must be cited using Harvard Referencing Style. E.g. (Samuels, 2015); (Sommers and Hunter, 2014) etc.
- You must use the Four Paragraph Structure in writing: Paragraph 1- Introduction; Paragraph 2- Research Findings; Paragraph 3- Discussion; and Paragraph 4- Recommendations/Conclusion.
- To Pass the unit you MUST Achieve **ALL** the Pass Criteria outlined on the score sheet. You can earn a Higher Grade such as Distinction or Merit by meeting all Pass Criteria and achieving the criteria given on the Higher Grades Score Sheet. You will be given a Referred Grade if you fail to meet ALL Pass Criteria given. Referred Grade means resit. You must resit any AC that you fail. The Score Sheet will identify the specific requirement/s and criteria that you did not meet. See iTutor for the resit fees.
- You SHOULD complete and submit a hardcopy and softcopy on the due dates given. ALL late work attract a fee. This rule is not waived under any circumstances. The softcopy should be sent to: faculty@colbournecollege.com.
- You MUST pay your Tuition on-time with '0' balance outstanding to submit work or sit examinations. This rule is not waived under any circumstances. If you fail to submit on the said deadline due to not having financial clearance you may submit no later than the extended deadline with the Resit fee paid. Failure to submit work on the final or extended deadline will result in a Fail Grade for the entire UNIT. If you Fail the unit you will have to pay to retake the class.
- Read ALL Instructions on this Page and review the Pass, Distinction, Merit and Referred Criteria attached to meet the criteria and task correctly. Your work should be neatly typed and bonded. Presentation is important and evidence of quality and business ethics.
- Remember you **MUST** participate in the Class Form by answering the Lesson Review Questions posted by the Course/Unit Tutor. You are required to Post twice per week and by the latest on Friday. You get 10% of the course grade from the Forum. You Must Pass the Forum to pass the course/unit.

SUBMISSION DEADLINE FOR INDIVIDUALS: SEE THE ACADEMIC CALENDAR

LO3 and LO4-Group Assignment

TEAM AND INDIVIDUAL ASSIGNMENT INSTRUCTIONS AND REQUIREMENTS

Group Assignment. Please meet the criteria set out on the score sheet below For LO3 And LO4

TEAM WORKING

- For group work the Lecturer must develop an appropriate Case Study that will enable the students to meet the Assessment Criteria (AC) designated to the case.
- Students are to be assigned in teams of 3 persons, maximum 4.
- There are written reports that the team must submit. The instructions are below.
- There are written reports that individual team members must submit. The instructions are below.
- Students are placed in teams based on their Induction Scores.
- Assessment will include least two markers – a first marker and a second-marker/verifier

A. Students Team Requirements

One Project Report Must Be Submitted for The Oral Presentation for Grading:

- 1) Submit the names of the of 3/4 members who are the case study participants.
- 2) Outline each member's roles, participation and activities;
- 3) If the study is conducted inside a specific organization, you must submit written approval from the firm before you commence.
- 4) Minutes of all the team's meetings are to be included. Include names of the attendees in the Minutes.
- 5) Hand-in all supporting brochure, role-play script, leaflet, power point, or other used in the presentation.

B. Individual Reporting The Team Participants

- 1) Submit a copy page with your name, course index, course title, name of lecturer, in partial completion of, and the date.
- 2) Include the Plagiarism Report after the title page.
- 3) Outline the purpose and objectives of the assignment.
- 4) Use separate headings for each AC.
- 5) For each of the Assessment Criteria, reflect on what you learned and how this information will help you in the profession.
- 6) Properly reference your work. Plagiarism is not tolerated. You will receive 'Fail' Grade for the entire unit if you plagiarize.
- 7) **This is a Two-Page Report:** 1000 Words for The Individual Report based on the group activity.

UNIT 4: Marketing Principles

NAME:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO3 Understand the individual elements of the extended marketing mix	AC 3.1. Explain how products are developed to sustain competitive advantage <i>The Student should carry out this task as a Business Consultant for a small business enterprise by:</i>		
	1. Using Paragraph One to provide a brief definition of “competitive advantage”		
	2. Using Paragraph Two to present the research findings on: how products are developed to gain competitive advantage		
	3. Using Paragraph Three to explain: how the company develops its products to sustain competitive advantage		
	4. Using Paragraph Four to draw Conclusions about: Why it is important to develop products for competitive advantage		
	5. Carrying Out the command in the task: To “Explain” which means: “To give account of the purposes or reason”		
	6. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	7. Using Harvard Referencing Style properly.		
	8. Using the Four Paragraph Essay-Writing Structure.		
	9. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	10. Meeting the 750-1000 Words Requirements (only 10% more or less can deviate from the instructions).		
11. Linking the answers specific to the Business Case.			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

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Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
L03 Understand the individual elements of the extended marketing mix	AC 3.2 Explain how distribution is arranged to provide customer convenience <i>The Student should carry out this task as a Business Consultant by:</i>		
	1. Using Paragraph One to very briefly define: place/distribution within the context of marketing.		
	2. Using Paragraph Two for research findings on: how to arrange distribution to provide customer convenience.		
	3. Using Paragraph Three to: Explain how your company arranges distribution to provide customer convenience		
	4. Using Paragraph Four to draw Conclusions about: the importance of arranging distribution for the convenience of the customers.		
	5. Carrying Out the command in the task: To “Explain” which means: “To give account of the purposes or reason”		
	6. Including at least four (4) perspectives related to your research findings and the content areas: Place: customer convenience and availability; definition of channels; types and functions of intermediaries; channel selection; integration and distribution systems; franchising; physical distribution management and logistics; ethical issues		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 750-1000 Words Requirements (only 10% more or less can deviate from the instructions).		
12. Linking the answers specific to the Business Case.			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

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Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	THE SCORE IS ACHIEVED	
		YES	NO
LO3 Understand the individual elements of the extended marketing mix	AC 3.3 Explain how prices are set to reflect an organisation’s objectives and market conditions <i>The Student should carry out this task as a Business Consultant by:</i>		
	1. Using Paragraph One to briefly identify five common: business organisation objectives		
	2. Using Paragraph Two to present the research findings on: Methods used by firms to ensure that prices are set to reflect their objectives and market conditions		
	3. Using Paragraph Three to: Explain how your selected company sets the price of its products/services to reflect its objectives and market conditions		
	4. Using Paragraph Four to draw Conclusions about: the main factors that will help the firm to decide the price at which it should sell its goods and services.		
	5. Carrying Out the command in the task: To “ Explain ” which means: “ To give account of the purposes or reason ”		
	6. Including at least Four (4) perspectives related to your research findings and the content areas: Price: perceived value; pricing context and process; pricing strategies; demand elasticity; competition; costs, psychological, discriminatory; ethical issues		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
11. Meeting the 750-1000 Words Requirements (only 10% more or less can deviate from the instructions).			
11. Linking the answers specific to the Business Case.			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

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NAME:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	THE SCORE IS ACHIEVED	
		YES	NO
LO3 Understand the individual elements of the extended marketing mix	AC 3.4. Illustrate how promotional activity is integrated to achieve marketing objectives <i>The Student should carry out this task as a Business Consultant by:</i>		
	1. Using Paragraph One to very briefly define: Promotional Activity		
	2. Using Paragraph Two to present the research findings on: how to integrate promotional activities to achieve marketing objectives.		
	3. Using Paragraph Three to: illustrate how your company could integrate promotional activities to achieve marketing objectives. You should use examples and/or diagrams such as chart or table.		
	4. Using Paragraph Four to draw Conclusions about: the importance of integrating promotional activities to achieve the marketing objectives.		
	5. Carrying Out the command in the task: To “ illustrate ” which means: “ Make clear by using examples or provide diagrams. ”		
	6. Including at least Five (5) perspectives related to your research findings and the content areas: Promotion: awareness and image; effective communication; integrated communication process (SOSTT + 4Ms); promotional mix elements; push and pull strategies; advertising above and below the line including packaging; public relations and sponsorship; sales promotion; direct marketing and personal selling; branding, internet and online marketing		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 750-1000 Words Requirements (only 10% more or less can deviate from the instructions).		
	11. Linking the answers specific to the Business Case.		
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

Learning Outcome 4 will be added shortly.