

# MKTG5001

**Marketing Principles**

**Semester 2, 2019**

**Assessment Guide**

Dear MKTG5001 students,

Congratulations on your appointment as one of our Brand Management Teams (BMT)!

We are very excited to have your expertise on board to optimize our current project.

As you may know, our company, Australian Marketing Communications Consulting (AMCC), has recently been engaged by a cohort of organisations who wish to have a deeper understanding of how to optimize their Marketing and therefore their overall company profitability.

As one of our BMT’s, your project requires you to make recommendations to optimize the Marketing for a single organization. Your Marketing Director (Lecturer) will reveal the six companies we are working with at our next management meeting (Lecture).

Each BMT will be allocated to a company at this meeting.

**Project Aim**

By the end of your tenure (end of semester), each BMT will need to deliver a solid investigation into the current Marketing situation, demonstrate a clear understanding of Marketing concepts, and present a persuasive argument, with your optimal recommendations, for your allocated segment and company. This is to be conveyed using a broad range of supporting information. We are looking for quality over quantity of recommendations i.e. high impact recommendations drawn from customer insights and analysis.

**Project Scaffold**

You will be required to deliver four tasks in total. Each of the four tasks will build upon the previous one/s, ie. You are delivering a task, receiving feedback, incorporating feedback and then delivering the next task, so on and so forth. Please find attached details of the project tasks.

Congratulations again and we are looking forward to being dazzled by your insights and ensuring your end of year salary review (grade) is fruitful for all.

Yours sincerely,

Robyn Martin, Paul Henry and Gina Pollock.

(Marketing Directors, Australian Marketing Communications Consulting)

**Task 1a: Defining and Understanding the Marketplace and Customers**

* **Individual task work 20%**
* **4-page document**
* **Due 31st Aug 9.00am via Turnitin.**

In this individual assessment, students are allocated a customer and company and are required to develop a document with a focus on clearly communicating the students’ understanding of the current customer and marketplace.

As task 1a creates the foundation for all other assessment tasks that follow, as well as being pivotal to discussions within the flipped classroom environment that will occur in week 5, late submissions will not be accepted.

**Task 1a Aim**

Students will be allocated a customer segment and Company. With this segment and company in mind, you are to ***individually*** construct a thorough current situation analysis i.e. establish “Where are we now?”. This will include but not limited to a thorough:

* Customer profile,
* Choice and justification of a brand within your allocated company that you feel this segment would/could be attracted to,
* Microenvironmental (internal) analysis with a focus on allocated segment and chosen brand,
* Macroenvironment (external) analysis with a focus on allocated segment and chosen brand,
* SWOT that draws the internal (SW) issues from the students Microenvironmental analysis and their External (OT) issues from students Macroenvironmental analysis.

**Task 1a Administration Guidelines**

Individual reports must be no more than 4 pages in length at size 12 font, 1.5 line spacing and must conform to the Business School Written Document Policy. Please note, as per Business School Policy, the page limit includes in-text referencing and the reference list.

To ensure feedback is returned promptly, please attach the Task 1a grading sheet (see attached; not included in Task 1a page count) as the first page of the document. Marks will be deducted for lack of grading sheet.

Students must individually upload assignments to the appropriate folder in Turnitin (see link under

Assignments on Canvas)

***Please Note: As task 1b in the week 5 lecture is built around all students sharing their feedback of task 1a, students who have not yet submitted their task 1a (irrespective of special consideration etc.) are unable to participate in this task 1b sharing due to plagiarism issues.***

**MKT****G5001 Marketing Principles**

**Sem 2, 2019**

**Assessment grading sheet – Individual Task 1a (20%)**

 **Defining and Understanding the Marketplace and Customers**

Student Name: SID:

Preferred Name:

Company: Brand selected:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Task 1a****Due via turnitin 9 am August 31st** (Due to the nature of this course, late submissions may hinder participation in Task 1b feedback sessions held in week 5 Lectures) | **Ex.** | **V.Good** | **Good** | **Fair** | **Poor** |
| **Customer Analysis-** |
| Solid and thoughtful construction of Customer Profile collected from across multiple sources/observations etc. leading solid consumer insights |  |  |  |  |  |
| Thoughtful demonstration of marketing principles concepts including but not limited segmentation and consumer behaviour concepts. |  |  |  |  |  |
| **Microenvironmental analysis-** |  |  |  |  |  |
| Clear and logical communication of ***relevant*** Microenvironmental analysis ***with links to customer insights*** |  |  |  |  |  |
| **Macroenvironmental analysis-** |  |  |  |  |  |
| Clear and logical communication of ***relevant*** Macroenvironmental analysis ***with links customer insights***, |  |  |  |  |  |
| Relevant choice of Company Brand with ***relevance*** to allocated customer  |  |  |  |  |  |
| **SWOT-** |  |  |  |  |  |
| Clear and logical construction of SWOT with internal (SW) issues drawn directly from Micro and external (OT) issues drawn directly from Macro. |  |  |  |  |  |
| **Document Aspects-** |  |  |  |  |  |
| Solid links to critical thinking and theoretical understanding throughout document |  |  |  |  |  |
| Clarity of expression and readability- evidence of solid and effective proofreading and editing to deliver a professional document |  |  |  |  |  |
| Referencing is complete and appropriate - See APA 6th  |  |  |  |  |  |
| 4 Page limit ***including*** in-text referencing, reference list as per Business school policy |  |  |  |  |  |
| Appropriate use of appendices (not included in page limit) |  |  |  |  |  |
| This grading sheet attached at the beginning of the document (not included in page limit) |  |  |  |  |  |
| STRENGTH OF ARGUMENT AND PERSUASIVENESS i.e. “Is this realistic?” |  |  |  |  |  |
| ***Note: the above criteria are NOT simply averaged to arrive at a final mark.******These criteria should be read in conjunction with the assignment brief.*** |