

Undergraduate Diploma in Business Administration: Intake October 2022

Assessment Task: Written assignment based on chosen questions	
Module: <i>Marketing & Research</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 20 April 2023	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the Marketing and Research.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the Marketing and Research process.</p> <p>Note</p> <p><i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style.</i></p>	
<p>Choose 1 question from the following:</p> <p>Question 1:</p> <p>Select an Industry, organisation and market scenario of your choice which has not been used or mentioned during any of the module's sessions. Conduct a comprehensive analysis of its marketing mix using the 7Ps framework. What are the strengths and weaknesses of the product's marketing mix? What improvements would you recommend and why?</p> <p>You will be expected to give attention to the following.</p> <ul style="list-style-type: none"> - A background statement to outline the industry, market positioning as well as the present unique selling proposition. <p>Question 2:</p> <p>Imagine that you are a marketing team tasked with developing a market entry strategy for a company that is planning to launch a new product in a foreign market. Choose a specific country and product, and develop a comprehensive plan that includes market research, target audience analysis, competitor analysis, pricing, positioning, and promotional strategies. Present your findings and recommendations.</p> <p>You will be expected to give attention to the following.</p> <ul style="list-style-type: none"> - A comprehensive competitor analysis both for the company as well as a chosen product of the company <p>Question 3:</p> <p>HelloFresh meal kit company in USA: Conduct competitive analysis by applying Porter's Five Forces. How has the company expanded its product portfolio and market reach over time? What would you recommend to expanding the market audience and why?</p> <p>You will be expected to give attention to the following.</p>	

- A background statement to outline the industry, market positioning as well as the present unique selling proposition
- A comprehensive competitor analysis both for the company as well as a chosen product
- of the company

Pass Mark - 50% of all assessment methods

Total Assignment Weighting - 65%

By submitting I confirm that this assessment is my own work

Mark:

Signature: <main assessor>

Date

Signature: <quality assurance>