

Undergraduate Diploma in Business Administration: Intake October 2023

Assessment Task: Written assignment based on chosen questions	
Module: <i>Marketing and Research</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 28 March 2024	
<p>Task 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 process.</p> <p>Note 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 one or more components of Marketing and Research.</p> <p>Note <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. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <p>Question 1: Conduct a comprehensive analysis on Costa Coffee, a British coffeehouse chain by utilising marketing mix - the 7Ps framework. Provide research on CRM strategy, analyse marketing prepositions and platforms developed for CRM. Additionally what improvements would you recommend and provide justification on your recommendations?</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: Patagonia, Inc is an American sustainable fashion brand. Perform a comprehensive analysis on Patagonia's marketing strategy, including marketing campaigns, target audience analysis, and a detailed competitor analysis. Highlight the advertisement tools used in promoting sustainability and propose innovative approaches for market penetration.</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 and its marketing strategy <p>Question 3: Choose an industry, organisation, and market scenario/product of your preference that hasn't been discussed in any of the module sessions. Formulate a market entry plan to Middle East (specify the locality/country in your academic work) covering aspects such as market analysis, target audience identification. Provide comprehensive competitor analysis by using Porter's Five Forces model.</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 - A comprehensive competitor analysis both for the company as well as a chosen product of the company 	

Pass Mark - 50% of total weighted score of all assessment methods	Total Assignment Weighting - 55%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>