

**Undergraduate Diploma in Business  
Administration: Intake November 2023**

<b>Assessment Task:</b> One (1) Group presentation based on the question below	
<b>Module:</b> <i>Marketing and Research</i>	<b>Tuition Centre:</b> 21 Academy <b>License Number:</b> 2018-017
<b>Level:</b> Award MQF Level 5	<b>Date:</b>
<b>Student Names:</b>	<b>Student Numbers: (same line)</b>
<b>Presentation Date:</b> 23 March 2024	
<p><b>Task</b> The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to understanding marketing and research.</p> <p><b>Note</b> This assessment provides students with an opportunity to explain the different aspects of marketing and research its importance towards the success of an organisation.</p> <p><b>Note</b> <i>You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.</i></p>	
<p>As a marketing management and research team, your objective is to investigate and research marketing strategy and customer loyalty program developed by Welbee's Supermarket. Analyse its current rewards and incentives program and evaluate how it has contributed to the company's success in Malta. Furthermore, you are expected to provide a comparison of Welbee's strategy with that of its competitors in the grocery retail industry, discussing the advantages and disadvantages of Welbee's approach.</p>	
<b>Pass Mark - 50% of total weighted score of all assessment methods</b>	<b>Total Presentation Weighting - 20%</b>
<b>By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work</b>	
<b>Mark:</b>	<b>Student</b> (first in list above) <b>Signature:</b> <main assessor>
<b>Date</b>	<b>Signature:</b> <quality assurance>