

Undergraduate Diploma in Digital Marketing Intakes January to October 2024

Assessment Task: One (1) Group presentation based on the question below	
Module: <i>Marketing and Research</i>	Tuition Centre: 21 Academy License Number: 2018-017
Level: Award MQF Level 5	Date:
Student Names:	Student Numbers: (same line)
Presentation Date: 9 November 2024	
<p>Task The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about marketing strategy.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to what they learned in the module.</p> <p>Note <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>Select a product that has been available in the market for at least the past five years. This can be a consumer good, technology product, or service. Using the Product Life Cycle (PLC) model, identify and explain the various stages (Introduction, Growth, Maturity, and Decline) your chosen product has gone through. For each stage of the product life cycle describe the marketing strategies employed by the company during that stage. Consider elements such as target audience, promotional tactics, pricing strategies, distribution channels, and product features. Analyse how external factors (e.g., competition, economic conditions, technological advancements, consumer behaviour changes) influenced these marketing strategies. What would be your recommendations for potential strategies the company could employ to manage the decline stage or extend the product's life cycle.</p>	
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	
Mark:	Student (first in list above) Signature: <main assessor>
Date	Signature: <quality assurance>