

7004MFH COURSEWORK BRIEF – INDIVIDUAL REPORT (15 credits)

Assignment Number and Weighting

	Coursework	Anonymous marking	No		
Submission Date and Time	5 th December 2022 17:00 (UK)	Expected return of feedback and marked work	14 working days from the deadline		
Assessment is made up of multiple submissions	No	Details of items in submission if relevant	Item Title	Weighting	Item Due Date and Time
			Individual	15 credits	5 th December 2022 17:00 (UK)
Submission Procedure	Electronically via Aula (Turnitin) ONLY	Word Count	4,000-word individual report		
Assignment Title	Marketing Plan				
Assessment Learning Outcomes	<p>This assignment is designed to assess learning outcomes:</p> <p>LO1: Critically evaluate and demonstrate the importance of strategy formulation and marketing within an organisation.</p> <p>LO3: Critically analyse and evidence contemporary marketing methodologies through a range of digital and traditional marketing channels.</p> <p>LO4: Communicate effectively through visual, verbal and written formats appropriate to context, and utilising both strategy and marketing related terminologies.</p>				
Details of items in submission	4,000-word individual report submitted in week 12				

Details of the task	<p>Students devise a SMART-based marketing strategy following the SOSTAC framework to support the further development and sustainability of their chosen business.</p> <p>Word count: 4,000 words</p>
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Assignment Guidelines

The report shall focus on:

- Evaluating the external environment within which the firm operates
- evaluating the internal strengths and weaknesses along with external opportunities and threats;
- evaluating the firm's capabilities (resources and competences) and **highlighting the additional capabilities that it may require in the immediate, medium and longer terms** and
- developing a marketing strategy that meets the organisation's overall corporate strategy.

Therefore, your report shall cover the entire SOSTAC model with appropriate sections as follows:

- **Situational Analysis of the business** - how micro and macro environmental factors influence strategic decision making; how the competitive landscape is changing and its future implications for the business;
- **Objectives of the business** - The SMART approach to developing strategic marketing plans, including a rationale for the business, the mission, vision, goals and objectives
- **Strategy** – propose a strategy with a justification of why this strategy is being proposed and how it contributes towards building an effective strategic position for the business. Include a perceptual map to position the business alongside its key competitors.
- **Tactics** – structure a strategic marketing plan, clearly identifying tactics on how the strategy will be implemented (consider the 7Ps of the marketing mix).
- **Action** – show how reputation management affects strategic marketing plans the key actions to be taken, including an action plan and key resources required
- **Control** – how the strategy will be monitored (formative and summative) to ensure its success and long-term sustainability, including a critical examination of why some strategies fail, the cost of failure and how such failure could be averted.
- **Recommendations** - You are also required to demonstrate essential analytical skills that helps to respond to employer related problems by making a set of clearly evaluated recommendations to achieve the set objectives

Other information

- This is an academic work and must be backed by theory to demonstrate a strong level of knowledge and understanding of the key marketing concepts. It is important to use

at least 20 references, including books and peer reviewed journals. You are also required to use appropriate marketing terminology where appropriate.

- The CW is worth 15 credits and students must get at least 40% to pass the module.

Useful Journals

- Journal of Business Venturing
- International Small Business Journal
- Journal of Small Business Management
- Strategic Entrepreneurship Journal
- Journal of Small Business and Enterprise Development
- Family Business Review
- Journal of Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- International Journal of Research in Marketing
- Journal of World Business
- Marketing Theory
- International Business Review
- Journal of Marketing Management
- Journal of Services Marketing

Some useful Internet web sites:

- Companies House: <http://www.companieshouse.gov.uk>
- Government business advice: <http://www.gov.uk/business>
- Brand Republic: <http://www.brandrepublic.com>
- Business Balls: <http://www.businessballs.com>
- Lloyds TSB website specifically for small business:
<http://www.smallbusiness.co.uk/>
- DTI website for small business: <http://www.sbs.gov.uk/>
- National Federation of Enterprise Agencies:
<http://www.smallbusinessadvice.org.uk/>
- UK Online for Business (for e-business advice):
<http://www.ukonlineforbusiness.gov.uk/>
- Mintel: www.mintel.com
- Bloomberg: www.bloomberg.com
- Statista: www.statista.com
- Financial Times: ft.com
- Office of National statistics (ONS): www.ons.gov.uk
- Trading Economics: tradingeconomics.com