

Marketing Communication in a Digital World – Assessment Brief 2

Module Code: MCDW

Module Leader:

Contact: s.

Assessment 1 – 50% Individual case study based assignment

Please note: in order to pass any module, you must achieve an overall mark of 40%. For each individual assignment you must achieve a minimum mark of 30%.

Key Details and Requirements –

Task	<u>Case Study</u>
<p>The learning outcomes and skills to be achieved:</p> <p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Respond to the dynamic geopolitical, regulatory, technological and sociological environment, both strategically and tactically, through the use of marketing theory, concepts and practices 2. Understand the importance of integrating both traditional marketing communication tools with online tools 	<p>Pandora: Wherever Life Takes You, Take it With You</p> <p>Pandora developed its markets from a single store in Copenhagen, Denmark, into an international jewellery brand. Having established a manufacturing base in Thailand, Per and Winne Enevoldsen—who founded the company—concentrated on building their business through wholesale jewellery markets. They focused on the products and introduced the Pandora charm bracelet into Denmark, where it was a great success, and then moved on to Germany, Austria and the USA. The innovativeness of the product, positioned at affordable prices, enabled Pandora to develop these markets quickly. More factories were opened in Thailand, and a vertically integrated system—in-house designers, the company’s own factories and retail stores and franchises—was used to service the increased demand.</p> <p>The company continued to use its products to reinforce the brand’s market position. Its ‘Wherever life takes you, take it with you’ campaign aimed to encourage loyalty from existing customers, who were targeted to build up their collection of Pandora products as keepsakes of the special moments in their lives.</p> <p>For the future, Pandora has a strategic vision, which is ‘to become the world’s most recognised jewellery brand’. Its marketing plan involves continuing to position the brand as affordable, good quality jewellery, but to develop the product portfolio beyond</p>

	<p>the bracelets and charms into rings, earrings and necklaces (Jobber and Ellis-Chadwick, 2016)</p> <p><u>Scenario</u></p> <p>As a newly joined marketing assistant of Pandora digital marketing team in the UK, you have been asked by the director to write a report (1500 words+/- 10%) addressing the following key tasks:</p> <p><i>Task 1: Digital marketing environment</i></p> <p>a. Analyse Pandora's digital marketing environment and discuss how Pandora to continue to position the brand as affordable, good quality jewellery online. Analyse macro, micro and internal environmental factors that impact Pandora's digital marketing decisions. Discuss how these factors create opportunities/threats and strength/weaknesses.</p> <p><i>Task 2: Digital Marketing strategy</i></p> <p>Looking to the future vision of Pandora, which is 'to become the world's most recognised jewellery brand'. It plans to position the brand as affordable, good quality jewellery, but to develop new products. You are required to:</p> <p>a. Evaluate the key segmentation criteria that Pandora should use to target the right segment in the UK and propose distinctive positioning for the new product.</p> <p>b. Propose an online marketing communication for the launch of the new product (rings, earrings or necklaces).</p> <p>Make reference to appropriate marketing theories and models that apply and explain digital marketing planning. Students will need to complete a cover sheet and complete references.</p>
Submission Method and Deadline	Turnitin
Special instructions	N/A
Submission Date/Event	TBC
Use of Turnitin	Yes

Marking	Your work will be individually marked. All marking is internally and externally moderated. You cannot appeal marks, only any perceive deficiencies in the process of marking
Feedback Date	Your work will normally be marked and moderated within 3 weeks of submission. Exact feedback date TBC
Comments If you have a question about this assessment, then please put your question on your module discussion board (you can be anonymous) or ask in class so that all students receive the same answer. If you question is of a personal nature, please come and see me.	

Module Assessment Criteria

Fail (0 - 39%)

The work only meets some of the requirements of the task. It significantly lacks in essential analytical knowledge and understanding on the key aspects of integrated online and offline building brands, communicating to brands, creating and maintaining relationships with consumers and/or their customers in digital world. It contains significant gaps in knowledge and ability and has almost no evaluation on the issues that arise from the dynamic nature of the communications environment in digital world. It demonstrates very little skill in how to analyse, respond and shape the digital and social media underpinning communications including advertising, sales, public relations, and sales promotion. It is significantly lacking in critically evaluating a range of sources of digital information and appropriate methodologies for use in marketing communication.

Pass (40 – 49%)

The work meets the requirements of the task adequately. It demonstrates adequate analytical knowledge and understanding on the key aspects of integrated online and offline building brands, communicating to brands, creating and maintaining relationships with consumers and/or their customers in digital world. It contains a few gaps in knowledge and ability and has adequate evaluation on some of the issues that arise from the dynamic nature of the communications environment in digital world. It demonstrates some skill in how to analyse, respond and shape the digital and social media underpinning communications including advertising, sales, public relations, and sales promotion. It demonstrates some abilities in critically evaluating some sources of digital information and appropriate methodologies for use in marketing communication.

Lower Second Class (50 – 59%)

The work meets the requirements of the task reasonably. It demonstrates reasonable analytical knowledge and understanding on the key aspects of integrated online and offline building brands, communicating to brands, creating and maintaining relationships with consumers and/or their customers in digital world. It contains minor

gaps in knowledge and ability and has reasonable evaluation on a range of the issues that arise from the dynamic nature of the communications environment in digital world. It demonstrates sufficient skill in how to analyse, respond and shape the digital and social media underpinning communications including advertising, sales, public relations, and sales promotion. It demonstrates some abilities in critically evaluating a range of sources of digital information and appropriate methodologies for use in marketing communication.

Upper Second Class (60 - 69%)

The work meets the requirements of the task well. It demonstrates good analytical knowledge and understanding on the key aspects of integrated online and offline building brands, communicating to brands, creating and maintaining relationships with consumers and/or their customers in digital world. It contains minor gaps in knowledge and ability and has sound evaluation on a range of the issues that arise from the dynamic nature of the communications environment in digital world. It demonstrates sufficient skill in how to analyse, respond and shape the digital and social media underpinning communications including advertising, sales, public relations, and sales promotion. It demonstrates sufficient abilities in critically evaluating a range of sources of digital information and appropriate methodologies for use in marketing communication.

First Class (70 – 100%)

The work meets the requirements of the task outstandingly. It demonstrates excellent analytical knowledge and understanding on the key aspects of integrated online and offline building brands, communicating to brands, creating and maintaining relationships with consumers and/or their customers in digital world. It contains minor gaps in knowledge and ability and has sound and in depth evaluation on a range of the issues that arise from the dynamic nature of the communications environment in digital world. It demonstrates sufficient skill in how to analyse, respond and shape the digital and social media underpinning communications including advertising, sales, public relations, and sales promotion. It demonstrates sufficient abilities in critically evaluating a wide range of sources of digital information and appropriate methodologies for use in marketing communication.