LO1 Explain the role of marketing and how it interrelates with other functional units of an organisation.

LO2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

LO3 Develop and evaluate a basic marketing plan

LO1 Explain the role of marketing and how it interrelates with other functional units of an organisation.

You are applying for the role of Marketing Manager within an organisation of your choice. (You should use your own place of work, if appropriate) As part of the interview process you are required to discuss the concept of marketing as well as its role within the organisation. Further to this you will have to explain how marketing interrelates with other functions within the business.

This will be a 10-minute presentation as part of the interview. Your presentation should cover the following:

1. Introduction to the concept of marketing, including current and future trends.

2. An overview of the different marketing processes.

3. Explanation of the role and responsibilities of a marketing manager in the context of the organisation.

4. An explanation of how marketing influences and interrelates with other functional departments of the organisation.

5. The value and importance of the marketing role in the context of the organisation.

6. Conclusions that emphasise the significance of having effective interrelationships between different functional departments.

With reference to Part-A, you have been appointed as the new marketing executive for the organisation you have chosen in Part-A. The first objective you have been set is to research the competition and produce a marketing plan based on your findings, to drive forward the marketing objectives for the organisation. you are required to work on the following tasks and present the relevant documents.

**Task-One:** Compare how two different organisations within the same competitive market apply the various elements of the 7Ps marketing mix. This will be submitted as a briefing paper for the marketing team.

The briefing paper will evaluate how the marketing mix is applied to achieve business objectives, relating to the two chosen organisations. This research will inform your situational analysis and enable you to formulate marketing goals and objectives for your organisation based on the comparative findings.

**Task-Two:** Produce a marketing plan to meet marketing goals and objectives. The marketing plan should include all elements of the 7Ps marketing mix, with a tactical action plan and measures for monitoring and evaluating progress and meeting of goals and objectives.

* Submit a soft copy to CRM. Use Normal script of a proper font size 12.
* Add a table of contents in the beginning of your assignment.
* Assignments submitted after the deadline will not be accepted unless Extenuating Circumstances Form is submitted with third party evidence.
* Collusion and Plagiarism must be avoided.
* Start each answer on a new page and pages should be numbered. Highlight each question clearly.
* Include a Bibliography at the end of the assignment and use the Harvard referencing system.
* All work should be comprehensively referenced and all sources must be fully acknowledged, such as books and journals, websites (include the date of visit), etc.
* In order to **pass** you need to address all the LOs and meet all the PASS (Ps) criterions within the LO.