**Interim Assignment Tips.**

These are tips and suggestions for you to include into your work. They are here to help and guide you. There may be other things you could include and you may choose not to include all of these points.

**Submission Deadline**

This is the deadline for submission on Turnitin. But we still need to see drafts during week 8, so that we have enough time to focus on the final coursework in lectures.

**Task one**

You are working as a marketing consultant and have been asked to undertake research into the promotional tactics of a UK based company from the list provided.

Any other company will be scored at 0.

Information is required on the practical promotional mix policies undertaken by the company. Your research should form part of a portfolio and could take the form of videos, written summary, website screenshots, use of social media, advertising billboards and promotional campaigns.

**(60 marks)**

N.B- It is strongly advised that you prepare a brief background of the company including:

What type of products/ services does it sell, how many and type of bricks and mortar locations (if relevant), where are they based, prices, market share, number of employees, turnover, and sales? **Not a history- No information more than 2-3 years old.**

**Task one assessment criteria:**

Knowledge of relevant literature that would permit an understanding of affective marketing solutions. This will take the form of strategies and tactical plans that are supported by a sound information base.

The ability to use creative marketing skills and knowledge in a practical and applied situation. The work should demonstrate intellectual originality and imagination.

**Points to consider:**

**Task one:**

The task requires you to be creative and use your marketing knowledge and skills so that the portfolio gives a broad picture of the promotional techniques used by the company in a practical and tactical manner.

A range of research needs to be undertaken. **This is a creative task so there are few set boundaries to what you should include in your portfolio. However, note that the task is worth 60 marks and is therefore equivalent to approximately 1,800 words.**

**An example of headings you could use for Task One:**

1. **Introduction**
   1. **Background/ overview of Company X** (maximum of 250 words)
2. **Promotional Mix and Activity of Company X**
   1. Advertising (where and how do they advertise? what are the messages/ target audience/positioning/ brand signals etc.)
   2. Public Relations and Publicity (what are others saying about the company in the mainstream and industry press and third party media channels? What press releases has the company issued?)
   3. Sales Promotion (what sales promotion tactics is the company using i.e. discounts/ loyalty schemes, flash sales, etc.)
   4. Events and experiences- (What activities and programmes does the company sponsor? is the company undertaking any CSR? / are they sponsoring community groups/ events? why do you think they do this?)
   5. Personal Selling (How are staff members used to promote the company)
   6. Direct Marketing (sign up to their newsletters/ mailing lists- what promotions do they send you?)
   7. Interactive Marketing. Note this differs from online marketing is the sense that it has an emphasis on interactivity between the company, it’s consumers and other stakeholders. (what is happening online through owned, paid and earned channels to engage with consumers and other stakeholders?)
   8. Word of Mouth Marketing (Is there evidence of testimonies? What are others saying about the company? There is some crossover with earned channels from 2.7, above so avoid duplication)
   9. Social Media Marketing- (How is the company utilising social media? What types of messaging/ conversations are taking place and how does this reflect/ reinforce positioning and brand personality?)

\*\*\* **Task one is a portfolio so lots of well-presented/ referenced images to illustrate what you are writing, with links to, and diagrams of, taught models and theory**. **Remember:**

**a) Describe what you discover**

**b) Analyse why the company has done this and the likely/ intended impact**

**c) Link findings to taught theories**

**There are a number of research techniques you could use.**

**Bricks and Mortar location**. **You must provide evidence of this**. Prepare a write up of the promotion mix techniques your chosen company is doing within its physical spaces. Layout, service, special offers, new launches, waiting times, enhancement of sales, staff, atmosphere, music, physical evidence. You could support with photographs etc. You should refer back to some theories from classes-

Does the company follow Porter’s strategy of cost, differentiation, or a mix of both?

What CRM is being used? Who are the company’s STP efforts aimed at? Where does it position itself in the market? **This list is not exhaustive.**

**Away from store**. Prepare a write up of the promotion mix techniques your chosen company is doing away from any of its physical locations. Comment on advertising campaigns – TV, radio, billboard, etc. What is the message, who are they targeting? Support with photos, screenshots of stills from videos etc.

**Digital-** Prepare a write up of the promotion mix techniques your chosen company is doing digitally. Screenshots and analysis of the website. Is it interesting, colourful, easy to navigate? Do they use social media platforms? Are there any online reviews of the company, from customers?

**Press/ industry analysts/ regulatory bodies/ umbrella groups**. Prepare a write up on what outside agencies are saying about your company’s performance.

These are some ideas. You may have others. But if you were to write a few 100 hundred words on each of the above 4 (emphasize the first one if there is a brick and mortar model in place, and support with photos, screenshots, newspaper cuttings, diagrams, some theory, it will cover the requirements.

You should research all elements of the promotional mix-

You could try to highlight how the company applies the two theories that **you do not use in task 2**, in your task 1 answer.

(Maximum of 1800 words)

**Task two:**

As part of the promotional mix portfolio, you must support your practical work with a formal report. This report should apply the theoretical aspects of the promotional mix used in your chosen company and evaluate the effectiveness of these tactics.

**(40 marks)**

**Task two assessment criteria:**

Knowledge and understanding of the theories applied to past and current marketing management concepts. This knowledge needs to be used to critically appraise the way in which marketing theory relates to marketing practice. The ability to express theories accurately and in and sound structure. Learning resources must be effectively managed and show a high degree of exploration.

**Points to consider, Task two:**

The report could include, for example, how the company applies the AIDA model, above and below the line activities, the communications process and push and pull strategies. You need to evaluate how effectively these strategies have been implemented

Apply 2 of the following marketing theories to your retailer and critique how effectively they have been implemented.

* **AIDA**
* **Above / below the line**
* **Push and pull strategies**
* **The communication process.**

An **evaluation of the effectiveness** of these tactics is required.

Choose 2 of above. Equal marks for each, so around 600 words. Support with diagrams, charts etc. to bring your theory to life. Apply and evaluate effectiveness (KPI data will help to prove how effective these efforts have been). **If you cover more than two only the first two will be marked and are likely to lack detail so will probably attract fewer marks.**

An example of headings you could use for task two:

**Task Two**

1. **Model 1** (i.e. AIDA)
   1. **Definition of model** (include a brief summary and diagram of the model)
   2. **How company X applies the X model** (take a campaign/ advert/ series of social media posts and discuss how they reflect the model you have selected).
   3. **Evaluation of effectiveness** (i.e. company KPI data/ social media comments, likes, shares)

(Maximum of 600 words)

1. **Model 2** (i.e. Communication model)
   1. **Definition of model** (include a brief summary and diagram of the model)
   2. **How company X applies the X model** (take a campaign/ advert/ series of social media posts and discuss how they reflect the model you have selected).
   3. **Evaluation of effectiveness** (i.e. company KPI data/ social media comments, likes, shares)

(Maximum of 600 words)