



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Management
Professional Level

MANAGING THE MARKET

4252/01

Optional Module

Valid between 1 January 2010 and 30 June 2011

READ THESE INSTRUCTIONS FIRST

You should read the assignment carefully.

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be no more than 3000 words. Marks will be deducted from assignments that exceed the word limit.

This document consists of **2** printed pages.



Managing the Market – Optional Module

Title: Successful Marketing

Before starting this assignment it is important to familiarise yourself with the module syllabus and the associated objectives and competence criteria so that your understanding and application of them will be a feature of your submitted report.

For this assignment you should work with your own organisation or one that is familiar to you. Briefly describe the organisation, its purpose, products and/or services and the department or project you work for (or the department/project you have selected) and your involvement with it.

State the strategic objectives of your organisation and, where these exist, the marketing objectives. Briefly explain your organisation's general approach to marketing. Make use of academic literature to explain different approaches to marketing, and identify why your organisation has adopted its current approach.

Focusing on your department, project or organisation, briefly describe the products and/or services provided. Identify the market sector for each product/service and describe how these are currently being targeted. Using a range of analytical techniques, analyse the market opportunities for your products/services, taking into account the marketing activities of your competitors. You may focus on one product/service for this analysis if this is more appropriate. Compare your findings to the current marketing approach, and indicate areas for improvement.

Use appropriate marketing concepts to identify options for the future and any changes to the current approach that should take place. Summarise your findings and clearly justify your conclusions.

Devise a cost effective marketing plan to implement your proposed approach. Your plan should include key actions and timescales. Explain how your plan will help to achieve marketing objectives (where these exist), and strategic objectives in a cost effective manner. Also indicate how the progress and success of your plan could be monitored.

Share your findings and recommendations with a manager with marketing responsibilities within your organisation and obtain their feedback. The feedback must focus on the content of your report and the details of your marketing plan.

Summarise the feedback and identify the key learning points. Explain any amendments that you would make to your plan as a result of the feedback.

You must include in your assignment report all documentation, notes and materials generated during each stage of the study.

You are not expected to include confidential information on your organisation, its personnel or performance.

In writing the report, you should adopt an appropriate business format and show how knowledge and understanding of managing the market have been applied in line with the module syllabus.

At the start of your assignment report, indicate the number of words used, which should not exceed the maximum permitted amount of 3000.

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