

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

**MANAGING THE MARKET**

**4179/01**

**4252/01**

Optional Module

Valid between 1 January 2004 and 31 December 2004

**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 between 2000 and 3000 words.

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



**Professional Diploma Module 4179/4252****Managing the Market – Optional Module****Title: Penetrating the Market**

The assignment should be prepared in the form of a professional consultancy document that could be presented to the senior management of the organisation that the candidate works for. Candidates should **not** answer each section separately but rather present a coherent report encompassing all of the tasks given below.

Candidates are expected to draw on appropriate research, breadth of academic reading, application of theory to practice and presentation skills. The report should use the number of words as given on the front cover and have any necessary supplementary information attached in appendices.

1. Identify a product or service delivered by your organisation. Describe how this product or service is currently marketed, the key customers and the level of customer satisfaction.
2. Summarise the present situation identifying the following:
  - the current level of market penetration and customer satisfaction for this product or service.
  - the current position of the product or service within its product life cycle.
  - where the product or service sits within the portfolio offered by the organisation and its core business
  - the current promotional material and methods of marketing
  - the pricing strategy
3. Research the current and future market for your product or service and look at the activities of competitors. Analyse internal and external influences for change. Identify any changes required for the product or service, explaining the importance of developing a marketing orientation.

Using the information you now have, prepare a marketing plan for the product or service in its current form, or with the improvements you have identified.

Make reference to one or more marketing models.

4. Present your findings to your manager and ask for feedback.

Amend your plan in line with this feedback, identifying and explaining any changes you make.

You must include in your assignment all documentation, notes and materials generated from each stage.

Your marketing plan does not have to be implemented for your assignment to be valid.