

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

**MANAGING THE MARKET**

**4252/01**

Optional Module

Valid between 1 January 2006 and 31 December 2006

**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 **3** printed pages.



## **Managing the Market – Optional Module**

### **Title: Marketing Products and/or Services**

Your start point for undertaking this assignment is to familiarise yourself with the syllabus for this module and the associated assessment objectives and competence criteria.

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

In general terms, explain your understanding of the term 'marketing' and its importance to organisations. Describe different approaches to marketing that organisations use, including product-led and customer-led approaches and explain when each of these is suitable.

Relate what you have described to your chosen organisation by explaining its approach to marketing, where the responsibility for marketing lies and the importance that is given to customers (internal and external) in the marketing approach. Describe the contribution your chosen department or project makes to the marketing of its products or services.

Using your department or project, identify the market sectors for each product and/or service and describe how these are currently being targeted. Identify your competitors and investigate how they conduct marketing. Using a range of marketing models and the information you have already obtained, analyse the market for your products and/or services in order to establish the most appropriate market for these. Develop a suitable pricing and promotion strategy, based on the marketing mix model.

Construct a marketing plan in line with your research findings. Your plan should include cost-benefit, monitoring and evaluation. Justify your plan, showing how it should improve the purchasing and reputation of your products and/or services.

Present your findings, recommendations and marketing plan to a manager with marketing responsibilities within the organisation and obtain their feedback.

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

You must include in your assignment report all documentation, notes and materials generated from 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 total of 3000.

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