



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

MANAGING THE MARKET

4252/01

Optional Module

Valid between 1 January 2008 and 31 December 2008

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 for Continued Success

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus, the associated assessment objectives and competence criteria so that your understanding and application of them will be a strong feature of your submitted report.

For this assignment you should work with your own organisation or one that is familiar to you. 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.

In general terms, define and describe different approaches to marketing that can be used to achieve organisational objectives. Explain when these different approaches would and would not be suitable.

Briefly describe your organisation's objectives and the associated marketing objectives (if these exist).

Describe your organisation's current approach to marketing and state who has overall responsibility for it. From your understanding of the importance of marketing, describe the contribution you and your team make to the marketing of your organisation's products and/or services. Identify your team's customers (internal and external) and indicate how your approach to marketing is determined by your customers.

Focusing on your department or project, briefly describe the products and/or services provided. Identify the market sector (or sector if a Not For Profit (NFP) organisation) for each product/service and describe how these are currently being targeted. Using appropriate marketing tools, analyse the market for your products/services, taking into account the marketing activities of your competitors where they exist.

Draw conclusions from your analysis and recommend a pricing and promotion approach.

Using all the information you now have, devise a marketing implementation plan for the products and/or services of the department or project you work for (or the department/project you have selected). Explain how your plan will help to achieve marketing objectives (where these exist) to improve the sale/promotion of your products and services and enhance the reputation of your organisation, department or project. Your plan should include cost-benefit analysis, monitoring and evaluation.

Present your findings and recommendations to a manager with marketing or appropriate responsibilities within the organisation and obtain their feedback on your proposals.

Reflect on the feedback, identify key learning points from the feedback and from your experiences of the module study overall and amend your plan accordingly. Indicate clearly any amendments you have made as a result of this feedback.

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 amount of 3,000 for the main body of the report.

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