

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Management
Executive Diploma

MARKETING STRATEGY

4192/01
4268/01

Optional Module:

Valid between 1 January 2003 and 31 December 2003

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 3000 and 4000 words.

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



Executive Diploma Module 4192**Marketing Strategy – Optional Module****Title : Marketing to Meet Strategic Objectives**

1. Identify and summarise your organisation's strategic objectives for the next year. Comment on any key changes from the previous year.
2. Using a range of analysis tools and models, obtain relevant market information and analyse key competitors.
3. Identify all possible options for marketing your products or services, in line with the strategic objectives. Research the barriers to success and analyse the degree of risk.
4. Using all the information you have gained, evaluate the strategic options and identify the most suitable. Share your ideas with other relevant people and get their feedback.
5. Devise a marketing strategy that is linked to the organisational objectives, and incorporate this into a proposal to your manager. In your report, you should fully justify your recommendations.

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

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

Your proposal does not have to be accepted and implemented for the assignment to be valid.