

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

MARKETING STRATEGY

4192/01

4268/01

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 3000 and 4000 words.

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



Marketing Strategy – Optional Module**Title: Learning from Others**

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 an organisation that you consider is successful in marketing its products or services. Using a range of information sources, study its marketing strategy, identifying what makes it successful. Identify how the marketing strategy links to the organisational strategic objectives.
2. Compare your findings with the marketing strategy of your own organisation, identifying strengths and weaknesses for each approach.
3. Conduct a market analysis for your organisation's products or services and list the options for successful marketing. Using your findings and the research from the other organisation, carry out a risk analysis of these options and identify the most suitable marketing strategy.
4. Share your findings with others and seek their feedback. Incorporate any valid suggestions.
5. Using all the information obtained so far, devise a marketing strategy that is linked to your strategic objectives and present this as a proposal to your manager. In your report, you should fully justify your recommendations, including key learning points from the other organisation studied.

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.