

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

STRATEGIC MARKETING

4192/01

4268/01

Optional Module

Valid between 1 January 2005 and 31 December 2005

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 4000 words.

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



Strategic Marketing – Optional Module

Title: Achieving the Strategy through Marketing

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/or services and the department or project you work for (or the department/project you have selected).

Identify and summarise your organisation's strategic objectives for the next year or other suitable time period, commenting on any key changes from the previous year or period. Describe the current marketing strategy, where this exists, and explain how this contributes to the strategic objectives.

Focusing either on the organisation as a whole, or your area of responsibility, use a range of analytical tools and models to obtain relevant marketing information, identify market segmentation and analyse key competitors.

Identify all possible options for marketing your products and/or services, in line with the current strategic objectives. Research the barriers to success and analyse the degree of risk involved.

Using all the information you have gained, critically evaluate the marketing options, identifying the most suitable. Share your ideas with other relevant people and get their feedback.

Devise a marketing plan that is linked to the organisational objectives and marketing strategy. Incorporate this into a proposal to your manager, justifying your recommendations.

You must include in your assignment 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 strategic marketing have been applied in line with the module syllabus. You should include in your report your research methodology.

Indicate the number of words used at the start of your assignment report.

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