

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

STRATEGIC MARKETING

4268/01

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 4000 words. Marks will be deducted from assignments that exceed the word limit.

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



Strategic Marketing – Optional Module

Title: Marketing to Achieve Strategic Objectives

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 your 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).

Explain in general terms the importance of having a marketing strategy and show how this should link with the overall strategy of the organisation. Identify and summarise your chosen organisation's strategic objectives for the next year (or other suitable 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.

Using a range of analytical tools and models, obtain relevant market information, identify market segmentation and analyse key competitors for this organisation or department/project.

Using this information, identify all possible options for marketing your products and/or services, in line with the organisation's strategic objectives. Research the barriers to success and analyse the degree of risk involved.

Evaluate the marketing options and identify the most suitable option. Seek feedback from other relevant people on your selected option and summarise their comments. Describe how these comments affect your original ideas.

Devise a marketing plan, showing how this links to the overall marketing strategy and includes strategies for implementation, and justify your proposals. Present your proposed plan to an appropriate senior manager in the form of a written report.

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 strategic marketing have been applied in line with the module syllabus. You are encouraged to include graphics and charts within the body of your report. You should include in your report your research methodology.

At the start of your assignment report, indicate the number of words used which should not exceed the maximum permitted total of 4000.