



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

STRATEGIC MARKETING

4268/01

Optional Module

Valid between 1 January 2007 and 31 December 2007

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.

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This document consists of **3** printed pages.



Strategic Marketing – Optional Module

Title: A Strategy to Capture and Retain the Market

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

Briefly describe your organisation's strategic objectives for last year (or some other appropriate period in the past). Describe the marketing strategy that was adopted and explain why this was (or was not) appropriate.

Critically evaluate the marketing strategy adopted over this period and summarise key learning outcomes that can inform future actions.

State your organisation's strategic objectives for next year or for another suitable time period. Explain the reasons for any changes or retained practice from the previous year or period. Identify the intended marketing strategy, where this exists.

Use a range of analytical tools and models to obtain relevant marketing information. You can do this by focusing on one product or service, one department or project, or on the organisation as a whole. Logically segment the market for your products and/or services and analyse key competitor activity.

Use your market awareness, key learning from last year (or from another period in the past) and established marketing concepts in order to identify options for marketing your products and/or services in a suitable future timeframe. Research the barriers to success including the organisation's capacity and capability to change and analyse the degree of risk involved. Evaluate the marketing options and select the most suitable. Clearly show how this option is likely to achieve strategic and marketing objectives.

Devise and set out a strategic marketing plan for your organisation, department or project for a suitable time period.

Write a proposal to an appropriate manager, summarising your findings and justifying your recommendations.

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 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.

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