



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

STRATEGIC MARKETING

4268/01

Optional Module

Valid between 1 January 2008 and 31 December 2008

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 **3** printed pages.



Strategic Marketing – Optional Module

Title: A Strategy to Improve Market Advantage

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus, the associated assessment objectives and competence criteria so that your understanding and application of them will be a strong feature of 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 details of your involvement with it.

Explain briefly the marketing strategy, activity and practice currently adopted by your organisation, department or project, for its products and/or services.

Identify at least two competitors for your products and/or services. Using a range of appropriate tools critically review their key marketing activities.

From this competitor analysis, identify the similarities and key differences in the marketing strategy adopted by your own organisation, department or project. Through this comparison, critically evaluate your organisation's/department's/project's strategy and practice, showing where there is competitive advantage and disadvantage with your selected competitors and why this is so.

State your organisation's strategic objectives for next year or use another suitable time period. Identify the intended marketing strategy.

Evaluate this strategy in terms of customer or key stakeholder requirements, competition, quality of product and/or services and wider marketing issues.

Identify areas for improvements in this strategy, based on your competitor analysis and evaluation. From this, identify cost-beneficial options for change to the marketing strategy that will ensure you maintain or develop a competitive advantage.

Evaluate your identified marketing options in terms of potential barriers to success and the level of risk involved. Select the most appropriate strategy and justify your decision.

Devise a strategic marketing plan for your organisation, department or project for a suitable time period. Your plan should include your recommendations for improvement, financial implications as well as monitoring and evaluation methods.

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 must not exceed the maximum permitted amount of 4,000 for the main body of the report.

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