



In academic
affiliation with



GULF COLLEGE – MUSCAT – SULTANATE OF OMAN

UNDERGRADUATE BUSINESS PROGRAMME

ACADEMIC YEAR: 2016-2017

ASSIGNMENT

Module Title: Integrated Marketing Communications	
Module Code: MKTG60099	
Method of Assessment : Assignment	
Weighting: 100%	Module Credits: 15
Level: 6	Teaching Block: 1
Morning/Evening Session: Both	Module Leader : Dr. Agustin D. Cortez, Jr.
Additional Information (If Any): 2,500 Words Assignment	

Module Title : Integrated Marketing Communications
Module Code : MKTG60099
Module Leader : Dr. Agustin D. Cortez, Jr.
Weighting : 100%
Submission Time and Date : January 1-3, 2017

You should hand in one copy of your assignment by the time and date mentioned above to the appropriate "hand-in location" at the Gulf College. Fill in the front cover properly (staple together with your assignment). **MAKE SURE** that you fill in all the relevant details on this form. An acknowledgement receipt will be given to you upon receiving your assignment. This is your receipt, **keep it**. You can submit work by post but you must send it recorded delivery. It must be postmarked two (2) days before the deadline and a copy must be kept by you in case it is lost in the post. Faxed assignments will not be accepted.

Assignments must be submitted by the due date. Assignments can be submitted late if there is an "extenuating circumstance (EC)" and a properly accomplished EC form is submitted at the same time. In these circumstances work may be submitted up to five (5) working days late only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 mark will be awarded.

Maximum Word Length: 2500 words

State the number of words used at the end of your assignment. You may include diagrams, figures, etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded.

1-10%	excess	no penalty
11-20%	excess	10% reduction in the mark
21-30%	excess	20% reduction in the mark
31%+	excess	the work will be capped at a pass i.e. 40%

NB. *None of the above penalties will be used to change a student mark which is above the pass mark, to one that is below the pass mark. Therefore, the maximum penalty for exceeding the word limit will be a reduction to a pass grade.*

To achieve a 'Pass' grade of 40%

In order to achieve a pass grade of 40%, the student shall have satisfactory understanding of the marketing communications plan and the appropriate marketing communication tools. The work produced must adequately comply with the assessment criteria provided below. There should be clear evidence of research and readings with appropriate citations of sources using Harvard style of referencing.

To achieve a grade of 70% or above

In order to achieve a grade of 70% or above, the student will have demonstrated a clear understanding and have a critical evaluation of the appropriate marketing communication tools and to justify their integration in the marketing communication plan. Students must be able to demonstrate the ability to develop a feasible marketing communication plan based on the needs of the business. The assignment paper shall substantially fulfil the assessment criteria and followed the prescribed format. Sufficient references should be used to give credibility and reliability of the output. References should be properly cited within the text of the paper and conform with the Harvard style of referencing.

This assignment will assess the following learning outcomes:

1. The ability to develop and justify marketing communications plans which integrate appropriate marketing communications tools in order to achieve clearly specified objectives.

Topic:

Analyse the situation below and write an individual assignment paper of **2500 words**.

A promising dealer of jewellery in the Sultanate of Oman has envisioned improving its sales performance through a vigorous marketing and communication activities. The top management believes that embarking on aggressive marketing and communications activities will catch the attention of the potential customers and maintain its existing loyal customers.

As a marketing consultant, you are asked to prepare an integrated marketing communications plan for the company to realise its objectives. Select a company in Oman that is actively engaged in the sale of jewellery. Prepare a comprehensive marketing communications plan as required by the top management considering the different marketing communications tools (i.e. *advertising, sales promotion, direct marketing, personal selling, and public relations*) which you think are applicable and effective to the company to realise its goals.

The marketing communication plan report will be supported by your in-depth research and analysis of reliable sources of information. Proper citations and standard referencing shall be followed based on Harvard referencing style.

The format below will guide you in the preparation of your substantial Marketing Communications Plan (MCP) for the company and its products.

Cover Page (*creative and presentable cover page* - 3 marks)

Table of Contents (*well-structured, clear table of contents* - 2 marks)

I. Introduction - (20 marks)

A. Concepts and importance of Integrated Marketing Communications - (5 marks)

✓ *Brief presentation and discussion on the concepts and importance of Integrated Marketing Communications*

B. Company Background - (10 marks)

✓ Describe clearly the history of the company and the nature of operation

C. Market Condition - (5 marks)

✓ Describe the competition (competitors) and the market share

II. Target Market Profile - (15 marks)

✓ Describe and discuss the target audience in terms of:

A. Demographic

B. Geographic

C. Psychographic

III. SWOT Analysis - (10 marks)

✓ Conduct an analysis on the strengths and weaknesses of the company as well as the possible opportunities and threats that may be encountered in its operation.

IV. Marketing and Communications Objectives - (10 marks)

✓ *Presentation and discussion of the marketing and communications objectives of the company*

V. Marketing Communication Media - (10 marks)

✓ *Determine and justify the use of media being used by the company and discuss its influence to the company's operation.*

VI. Marketing Communications Tools - (15 marks)

✓ *Analyse and discuss the different marketing communications tools that are appropriate to the company considering its available resources.*

✓ *Evaluate its effects (marcom tools) to the marketing communications objectives of the company.*

VII. Conclusion - (10 marks)

- ✓ Summarise the significant findings from the different sections of your study / report.

VIII. References - (5 marks)

- ✓ Consider 10-20 different sources
- ✓ Use standard format in citations and reference list (Harvard style)
- ✓ Use separate page for the list of references

Guidelines to Students:

Style and Format

Write down the exact number of words at the end of your report. You may include diagrams, figures, appendices, and other relevant tables without word penalty. A sliding scale of penalties for excess length will be imposed. The first page must be designed as a **cover page** containing your name, student ID no., and batch. **Computer format** is compulsory. Use a consistent format of your report (i.e. font, font size, margins, pagination, spacing, punctuations)

Referencing Style for the Assessment

In the text of your assignment if you quote directly from an article, journal or book this should appear in quotation marks ("..."). The source should then be acknowledged by stating the author's last name and date in brackets at the end of the quotation (e.g. *Rushmore & de Roos, 2002*).

If you paraphrase or reword from a journal, article, or book, the source should either be acknowledged or cited within the sentence (e.g. at the beginning: **According to Kasavana & Brooks (2001), revenue management is . . .** or at the end of the sentence: **. . . that maintaining a written policy is necessary (Kasavana & Brooks, 2001).**

A separate page titled, **REFERENCES** shall be provided to list all sources cited inside the body of the assignment paper. *Citations in the text should match with the list of references.*

Any source not cited in the text should be listed separately under **BIBLIOGRAPHY or FURTHER READING** section. Use *Harvard referencing style*.

Structure

Your assignment should follow the Chapter format as presented above using the *Titles and Sub-titles* in the criteria (e.g. 1. **Introduction . . .**). Titles should be

indented to the left and Sub-titles are indented (0.50") below the title as shown in the format above. Chapter titles and sub-titles should be in **Bold** text. Paragraphs should be first line indented (0.50") and justified.

Deadline

Your assignment should be submitted on the due date. The assignment will not be accepted at any later date than the set deadline except for **Extenuating Circumstances (EC)**. Only five (5) working days are given to submit for valid EC cases.

Assessment Submission

The assignment should be submitted in accordance with **Gulf College/Staffordshire University regulations**, giving full name, student registration number, programme details and module details.

Note:

This is a written individual assignment. If you miss the topic, or if the tutor has good reason to believe that you have either copied the assignment or that it was written by anybody other than yourself, the assignment will automatically be given 0.

Plagiarism Warning

Summary

- Plagiarism occurs if you use somebody else's work in an assignment or exam answer, but failed to state where you got the idea or information. There is a limitation of the number of words you copy or extract from the writings of other authors.
- Assignment or topic can be given in advance. You need to safeguard your work to avoid others from copying. If it happens that your work is copied and it was confirmed, **both of you will be penalised**.
- Punishments for committing plagiarism can be very severe.

The details

Plagiarism is a form of cheating in which students use the work of others and present it as their own. Staffordshire University publishes a fully detailed description of what the term 'plagiarism' means on the University's main web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'. We strongly recommend that you go and read the full document at the SU website.

Meanwhile, here is an extract of some of the relevant content. You will have committed plagiarism and may be caught, reported and punished (as described below) if you:

- Copy extensively from the work of others (from sources such as books, magazines, journals, web-sites for example) and submit the work as your own. (N.B. *It is acceptable to refer to the work of others as long as you do not use too much, and reference your sources properly*). If you do not know how to do this, please follow the guidelines given in the document entitled 'Adding quotations and references to your written work' at this web-site address:

<http://www.staffs.ac.uk/schools/business/bsadmin/staff/s3/iamr.htm>

- Copy another students' work and submit it for assessment under your own name.
- Allow another student to copy *your* work and they then submit it for assessment under *their* name

This last item is of particular importance. Few students seem to understand what it means. If, for example, you allow another student to borrow your work and they subsequently copy some of that work and present it as their own, both of you will be penalised, even if your work was only copied by others. So *take extra care of your work*.

The risks of working with other students

Some assessment tasks are explicitly designed for group work, and it will be made clear that a group answer is expected from you. All other tasks are intended as an assessment of your *individual* comprehension and performance, and group answers are not permitted. In individually assessed forms of assessment your work must be different from that of every other student. Plagiarism can occur in assignments and any examination where the questions are issued to students in advance. In both cases it is possible for you to ask other people about how best to answer the questions or complete the necessary tasks.

You should be aware that *different modules* and subjects may have *different* requirements. In some subjects, answers to questions may, for example, require every student on a module to employ or refer to the same diagram(s), concepts at the like in order to construct an acceptable answer. You should take note that even these circumstances your explanations of what the diagrams mean, and any other

writing referring to any common diagrams and concepts should all be *in your own words*. Moreover, the situation may be very different on other modules, where the submission of work that has a very similar structure, or the use of very similar materials such as concepts, diagrams, quotations and the like, to that of another student, may lead to you being accused of plagiarism.

The picture is complicated and unfortunately, it is not possible to give advice that is directly relevant to every module you study. If you are unsure about how to avoid plagiarism in any specific module, then rather than hoping and guessing, you should ask for guidance from the members of staff who deliver the module.

Our overall advice is straightforward. By all means, discuss how best to answer questions or complete tasks with your group members, but when it comes to actually writing your answers - **DO IT ALONE!**

What happens if you get caught?

Examination Boards may punish offending students in any manner that they deem fit. Typical punishments Boards may choose range from reducing grades, making students re-sit modules, through to failing students on a module or an entire award. The University regards this form of cheating as a serious offence. Full details of the range of likely punishments can be found on the University's web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'.

Please consider yourself warned!



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UNIVERSITY

Module Title :
Module Code#:

Integrated Marketing Communications
MKTG60099

Chapter	CRITERIA	Max. Marks
Cover Page & Table of Contents	<ul style="list-style-type: none"> Creative, presentable & well-structured 	5
I Introduction	<ul style="list-style-type: none"> Clearly defined concepts and nature of IMC & its importance (5 marks) Clear and substantial company background (10 marks) Reflective market condition and market share (5 marks) 	20
II Target Market Profile	<ul style="list-style-type: none"> Presentation of marketing communication objectives 	15
III SWOT Analysis	<ul style="list-style-type: none"> Comprehensive analysis & presentation of SWOT 	10
IV Marketing and Communications Objectives	<ul style="list-style-type: none"> Specific and doable marketing & communications objectives 	10
V Marketing Communications Media	<ul style="list-style-type: none"> Definite and clearly justified use of media 	10
VI Marketing Communications Tools	<ul style="list-style-type: none"> Determination and evaluation of Marketing Communications tools 	15
VII Conclusion	<ul style="list-style-type: none"> Summary of the salient findings of the report 	10
References	<ul style="list-style-type: none"> Standard format used in citations and referencing 	5
TOTAL		100

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	TOTAL	100