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| **BSBMKG414 Undertake marketing activities** |

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| **Assessment #** | 2 | **Assessment Type** | Activity | **Due Date** |  |

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| **Assessment Conditions** |

This is an assessment that may be worked on in study time and as homework.

Assessment presentation should be completed in a manner that is appropriate to professional business reporting.

All sections and requirements of the assessment task must be included.

Feedback may be sought prior to submission.

Where necessary include forms, pictures, charts etc. may be added as attachments

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| **Student Details** |

**Student Name: Student ID:**

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| **Re-submissions** |

If you receive NYC for your assessment you must make the necessary adjustments and re-submit. Please rename your file with RESUB1 /RESUB2 etc. It is important to do this to distinguish between the old file and the new one with the adjustments

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| **Declaration of Authenticity** |

The above named student, confirm that by submitting, or causing the attached assignment/s to be submitted, to Lonsdale Institute Pty Ltd, I have not plagiarised any other person’s work in this assignment and except where appropriately acknowledged, this assignment is my own work, has been expressed in my own words, and has not previously been submitted for assessment. I do understand and accept the consequences of academic misconduct according to Lonsdale’s Policies and Procedures.

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| **Assessment Task** |

**Select 3 products and/or services and research on internet for the following information:**

* Explain the marketing mix – 4Ps (Product, Price, Place and Promotions**)** for each product/service
* Who is the target market for the product/service
* Are the marketing activities appropriate for the target market and why do think so?
* What are the features and benefits of this product
* Who is the biggest competitor of this product
* What do you like or dislike about the marketing strategy used for this product? If there is any suggestions that you can give to improve the marketing strategy of the product.