



**MBA (IT) Fall 2016**  
**ECM85EKM Marketing Management**

**Assessment 2: Individual Marketing Plan**

**Your Task**

**INDIVIDUAL WRITTEN REPORT [100 marks]**

**Due Date: Week 10**

You are required to develop a Marketing plan for an organization strictly in either manufacturing or mining or services based in Oman. You need to select a product or service of the organization then develop marketing strategies to improve the Product/Service performance and provide suitable recommendation to the management. You can add an element of novelty to the entire process; it could be on the product features, Positioning, Branding, and Segmentation (finding a new target segment for an existing product). You will conduct background research (secondary research – journal articles, industry magazines, websites, news reports) in the service or product area and outline major SWOT elements. You will be required to understand the potential consumer market to identify a target market (through the segmentation process) and develop a strategy to connect and communicate your 'new' product or service to the target group. The use of modern applied marketing theories together with traditional theories is highly regarded. Use of journals and research will be highly rewarded and is a must.

**Note:-**

1. You are required to explore how the theories of Marketing Orientation (MO) or Marketing Philosophy is being implemented in the chosen organization and how it can be improved as part of your recommendations in the Marketing Plan. Wider and cross cutting issues related to Oman, GCC, WTO, Omanization, oil price dynamics and Oman local cultural dynamics and their effect on this plan should be thoroughly reflected in your Marketing Plan.
2. The oil price shocks and their effect on the Marketing Plan implementation must be reflected extensively too, if applicable.
3. The economic slowdown in China and other Newly Industrialized Countries (NICs) and current European economic turmoil and its effect on the plan should be addressed, if applicable.

4. The low oil prices in and outside Oman and their effect on this plan must be reflected in your assignment.
5. A minimum of 5 current relevant journal articles is required. The articles should be about marketing theory and practice and from reputable Marketing journals.
6. Simply copying and pasting management models is not acceptable (SWOT Analysis, Competitor Analysis and PESTEL Analysis). You must discuss them in relation to the specific chosen company (for SWOT/Competitor Analysis) or Oman/the world (in the case of PESTEL Analysis).

**The Marketing Plan should include the following sections:**

- Executive Summary
- Situation analysis
  - PESTEL, SWOT and Competitor Analysis
- Marketing objectives
- Marketing strategies
  - Market Segmentation Strategy
  - 7P's
  - Designing the Marketing Communications
  - Implementing the Pricing strategy
- Budget and Marketing Plan Implementation
- Evaluation and Recommendations

**(Approximately 4,000words)**

**Please note:**

- You should provide material supported by appropriate citations, references [Refer to Coventry Harvard Referencing guide on the Moodle] and appendices.
- Please provide a word count at the end of your report.
- The report should be B/W computer generated, printed on white A4 paper. Coloured graphs and charts are allowed.
- The report should be approximately 4,000 words in length excluding references and any appendices.

**Proposal:**

The proposal should cover the following where the student explains his/her plans to tackle the Assignment very briefly:-

Executive Summary	Summary of what is to be in assignment	1
Situation Analysis	Brief explanation of how to do it.	1

Marketing Objectives	Brief explanation of how to do it.	1
Target Market	Brief explanation of how to do it.	1
Marketing Strategies 7Ps	Brief explanation of how to do it.	1
Budget and Marketing Plan Implementation	Brief explanation of how to do it.	2
Evaluation and Recommendations	Brief explanation of how to do it.	1
Research	Use of journal articles: correct citation in body of assignment and correct referencing in References Section.	1
Structure and Presentation of Report	Referencing, Grammar, Spacing , Font size ,Margins	1
Total marks		10

**Marking criteria:**

Proposal		10
Executive Summary	<p>It should be a stand-alone document that encompasses the important points of the report , it should summarize the entire plan</p> <p>Max 1 page in length</p>	5
Situation Analysis	<p>This section should include an analysis of the marketing environment, which impacts overall corporate goals and resource availability, but also provides opportunities. This section will include an introduction to the product/ company (internal environment), as well as an analysis of the micro- and macro-environments. SWOT, PESTEL &amp; COMPETITOR ANALYSIS (5 marks for each of these three - SWOT, PESTEL &amp; COMPETITOR ANALYSIS)</p>	15
Marketing Objectives	<p>Marketing objectives must be aligned to the corporate strategy designed to be achieved through efficient use of all of the organization's resources.</p>	5

Market Segmentations	This section should include all the segmentations strategy that the chosen organization pursue.	10
7ps	7ps Marketing strategies, should include a sound explanation and examples of Product, price, promotion, place, people, process and physique.	10
Designing the Marketing communications.	The report should explain on how the company design their communication strategy in order to reach to the customer itself.	10
Pricing Strategy	The report should explain the pricing strategy that the organization choose in selling their product to the market.	10
Budget and Marketing Plan Implementation	The report should include a budget and an action plan, which measured what activities need to be carried out, by whom and when. Include a schedule which diagrammatically shows a timeline for implementation.	5
Evaluation and Recommendations	The plan must include details of how performance will be measured to ensure objective are achieved, and what contingencies will be in place in case these objective aren't being met.	10
Research	Use of journal articles: correct citation in body of assignment and correct referencing in References section.	5
Structures and presentation of report	Referencing, Grammar, Spacing , Font size ,Margins	5
Total		100

**Note:** The marks will be adjusted to out of 70% after marking in line with current MEC Policy on assignments. The assignment proposal must be submitted for approval by teacher through

Moodle at Turn in the very first two weeks from commencement of the module. Students can only proceed to do assignment after approval of the assignment proposal. Marks awarded by teachers are provisional until approved by the College Academic Board.

**Note:** Students must follow assignments instructions fully. Shallow and inadequate answers will be penalized and result in loss of marks.

### **Intended Module Learning Outcomes**

On successful completion of the assignment, the student would be able to:

1. Critically discuss the relevance of theories of consumer and buyer behavior to different marketing situations.
2. Select and apply a range of tools and techniques in marketing management with due regard to their benefits and limitations
3. Evaluate the changing nature of marketing, particularly the role of e-marketing, and assess the contribution of these changes to marketing practice.

### **Assessment Criteria**

#### ***For a mark of >69%***

- Show a thorough understanding of the purpose of the activity.
- Display knowledge of the major principles, theories, methodologies, and practices involved and an ability to apply them effectively.
- Provide evidence of wide reading, including academic journals.
- Demonstrate an ability to select critical points, evaluate them and communicate the conclusions effectively.
- Provide approaches that are creative, practicable, and supported.
- Provide a sound, supported critique of your own work.
- Provide sound and supported discussions of further research that may be needed.

#### ***For a mark of 60-69%***

- Show a clear understanding of the activity.
- Display knowledge of most of the principles, theories, methodologies, and practices involved and an ability to apply them effectively.
- Provide evidence of wide reading.
- Demonstrate an ability to select critical points and analyse them and draw sound conclusions.
- Provide approaches that are creative and practicable.
- Provide a supported critique of your own work.
- Provide supported, discussions of further research that may be needed.

#### ***For a mark of 50-59%***

- Show an adequate understanding of the activity.
- Display knowledge of some of the principles, theories, methodologies, and practices involved and an ability to apply them.
- Provide evidence of some reading related to the proposal.
- Demonstrate an ability to select key points in the exercise and analyse them.
- Provide approaches that are less creative or might not be entirely practicable
- Provide a critique of your own work.
- Provide discussions of further research that may be needed.

**For a mark of 40-49%**

- Show a barely adequate understanding of the purpose of the exercise.
- Display knowledge of some of the principles, theories, methodologies, and practices involved and attempt to apply them.
- Provide evidence of reading limited relevant literature.
- Attempt some analysis and discussion.
- Show some ability to link theory to problems and provide solutions.

**For a mark of 25-39%**

- Made an attempt to complete the exercise.
- Show little or no understanding of the principles, theories, and practices involved.
- No evidence of academic reading.
- An inability to recognise the key points.

**For a mark of <25%**

- Work lacks any academic merit as adjudged by the foregoing.

**Submission date:**

- Softcopy of the assignment must be uploaded by **(Week 10) Thursday 29th December 2016; by 5:00 p.m. through MOODLE**. Proposal precedes the main assignment and is due last working day two weeks from commencement of semester **and must be uploaded on moodle by 5.00pm**.

**Important note**

Any assignments handed in after the submission date will be subject to **MEC Regulations on the late submission of work**. Please do not search the internet for an article and merely present it as your own. Plagiarism will be dealt with as per the **MEC Plagiarism Policy**.

**Plagiarism Policy:**

**Clarification on Plagiarism Policy**

As per MEC policy, any form of violation of academic integrity will invite severe penalty.

Plagiarized documents, in part or in whole, submitted by the students will be subject to this policy.

1

#### **A. First offence of plagiarism**

- a. A student will be allowed to re-submit the assignment once, within a maximum period of one week. However, a penalty of deduction of 25% of the marks obtained for the resubmitted work will be imposed.
- b. Mark deduction: When the work is resubmitted, the marking will be undertaken according to the marking criteria. In compliance with this policy, the 25% deduction is then made on the marks obtained. For example, in an assessment that carries a maximum of 50 marks, suppose a student were to obtain 30 marks for the resubmitted work, the final marks for that assessment will be 22.5 (after deducting 25% of the marks actually obtained for the resubmitted work).
- c. Period of resubmission: The student will have to resubmit the work one week from the date he or she is advised to resubmit. For example, if the formal advice to resubmit was communicated to the student on a Sunday (latest by 5 pm), the student will have to resubmit the work latest by next Sunday 5 pm.
- d. If the re-submitted work is also detected to be plagiarized, then the work will be awarded a zero.
- e. Resubmission of the work beyond the maximum period of one week will not be accepted and the work will be awarded a zero.

#### **B. Any further offence of plagiarism**

- a. If any student is again caught in an act of plagiarism during his/her course of study (either in the same module, same semester or in any other semester), the student will directly be awarded zero for the work in which plagiarism is detected. In such cases, the student will not be allowed to re-submit the work.

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#### **C. Guidelines**

- a. Type 1: In case plagiarism is detected in any component or part submission (submitted at different times) of one assessment (assignment), the deduction in marks will be applicable for the

whole assessment (assignment), even if only the component or part submission alone needs to be resubmitted.

b. Type 2: In case plagiarism is detected in a group assessment, all students of the group will be considered as having committed an act of plagiarism irrespective of whether plagiarism is on account of the act of all or a few or only one member. The policy will then be applied to all students.

c. Type 3: Combination of Type 1 and Type 2: In case plagiarism is detected in any component or part submission (submitted at different times) of a **group assessment (assignment)**, the deduction in marks will be applicable for the whole assessment (assignment), even if only the component or part submission alone needs to be resubmitted. All students of the group would be considered as having committed an act of plagiarism irrespective of whether plagiarism is on account of the act of all or a few or only one member. The policy will then be applied to all the students of the group.

d. Type 4: Variation of Type 1 and Type 2: In cases where the assessment consists of components or part submissions that could be a group assessment component (e.g. group assignment) and an individual assessment component (e.g. individual reflection), the following will be applicable:

1. If plagiarism is detected in the group assessment component, all students of the group will be considered as having committed an act of plagiarism, irrespective of whether plagiarism is on account of the act of all or a few or only one member. The policy will then be applied to all students of the group. In such cases the group assessment component will be resubmitted as per the policy.

2. If plagiarism is detected in the individual assessment component, the individual assessment component will be resubmitted as per the policy. The policy will then be applied to that student alone.

3. In both cases (a) and/or (b), the deduction in marks will be applicable for the whole assessment (assignment).

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#### **D. Amount of similar material**

a. The total amount of similar material in any form of student work from all sources put together should not exceed 30% (including direct quotations).

- b. The total amount of quoted material (direct quotations) in any form of student work from all sources put together should not exceed 10%.
- c. The total amount of similar material in any form of student work from a **single source** should not exceed 7 percent. However, cases having a similarity of less than 7 percent in such cases may still be investigated by the faculty depending on the seriousness of the case.
- d. If faculty member find enough merit in the case of a student work with a similarity (with a single source) of more than 7 percent as not a case of plagiarism, the faculty member should provide detailed comments/remarks to justify the case.

March 13, 2016

**LATE SUBMISSIONS:** Penalty for late submission - 5% of the maximum mark specified for the assessment is to be deducted for each working day for a maximum of one week.