



STAGE 4 PROJECT

AUGUST 2005

Experiential marketing is a move away from the traditional focus on managing products and communication artefacts and activity that emphasise the benefits of ownership and/or use. Products are thus produced to provide and enhance the sensory experiences of customers. Amtrak in the USA for example, define their brand as a combination of reputation, promise, and experience.

Relationship Marketing.
Richard Varey 2002, John Wiley & Sons

The Project

Identify an enterprise. Evaluate its product offering in light of the above. Detail clearly why you have chosen this enterprise and why it is best suited to the needs of this project. **(15%)**

Comprehensively evaluate the industry in which your chosen enterprise operates. You should pay particular attention to industry analysis models which you have encountered in your studies. **(30%)**

Now prepare a strategic marketing plan for this enterprise. Starting with the broad perspective your plan should then focus upon the necessary measures required to deliver the winning strategy in terms of delivering the ultimate customer experience in light of the prevailing and future competitive forces. **(40%)**

You must pay particular attention to preparing a project which meets professional standards. Such an approach manifests itself in your avoidance of such things as: an abundance of typographical errors, obvious lack of proof reading. A logical, mature and analytical application is sought throughout this work. Purely descriptive material will not attract high grades, nor will an absence of primary research. **(15%)**

Additional Briefing Notes

- A word count **MUST** be included as part of your Contents Page.
- Candidates should **NOT** submit their projects in individual page plastic covers.

Acknowledgement

In an acknowledgement of at least one paragraph in length at the beginning of the project, the student must indicate the genesis or origins of his/her work: how the student came to choose this/these companies in the first instance? Does he/she work for the company/companies? In what capacity? Have access to specially commissioned material? All secondary data, reports, company plans, interviews and other source material must be clearly referenced throughout the project so that the Examiner can identify and assess the student's own contribution.

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 8,000 words. On the other hand you should not exceed 10,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 4**. You will not have passed **Stage 4** until you have passed the project.
7. The project is due by **SEPTEMBER 1, 2005**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
9. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**

STATEMENT

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AUGUST 2005

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature _____ **Date** _____

