

CAMBRIDGE

INTERNATIONAL EXAMINATIONS

CAMBRIDGE MANAGEMENT AWARD

EXECUTIVE CERTIFICATE

MODULE ASSIGNMENT

MODULE TITLE: Managing the Market

MODULE NUMBER: 4179/B

Valid between 1 January 2002 and 31 December 2002

INSTRUCTIONS TO CANDIDATES

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 between 2000 and 3000 words.



UNIVERSITY *of* CAMBRIDGE
Local Examinations Syndicate

Executive Certificate Module 4179/B

Managing the Market – Option Module

Title: The Challenge of Competition

1. Preparation:

From information in the public domain, identify the main competitors to your own organisation (or one you are associated with) and how they market their products or services. This research should be completed without contacting other organisations, other than to receive publicity and marketing material. You should identify no more than three competitors.

2. From this information:

Identify the market sector for each product or service and how this is being targeted by the organisation.

Consider which aspects of the marketing mix seem most influential for your competitors in determining their strategy, and how effective these aspects seem to be.

3. Proposal:

Using this research, prepare a competitor market analysis, identifying the strengths and weaknesses of your competitors' marketing strategy. You should base your analysis on the 7P's of the marketing mix and you should make reference to one or more marketing models.

From this, identify where you believe the products and services of your own organisation have a competitive advantage and suggest how this could be enhanced through reference to aspects of the marketing mix.

4. Presentation:

Present your findings to a manager with marketing responsibilities within the organisation or your tutor and record their feedback.

Amend your strategy and plan in line with this feedback, identifying and explaining any changes you make.

In completing the assignment you must include the following:

- A short description of your own organisation (or that which you are associated with), including a description of its function, its products or services.
- Visual support material used in the presentation
- A signed record of the feedback given to you.

You must include in your assignment all documentation, notes and materials generated from each stage as shown above.

You are not expected to include confidential information on your organisation, its personnel or performance.