

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Management
Executive Certificate

MANAGING THE MARKET

4179/01
4252/01

Optional Module

Valid between 1 January 2003 and 31 December 2003

READ THESE INSTRUCTIONS FIRST

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.

This document consists of **2** printed pages.



Executive Certificate Module 4179/C

Managing the Market – Option Module

Title: Know your Market

1. For this assignment, you are asked to compare and contrast the marketing strategies in two different market sectors.

Choose **two** of the following sectors for your study:

- A financial institution
- A food retail store
- A clothing or fashion retailer or brand
- An IT or consumer goods retailer or brand.

Your assignment will review, compare and contrast the marketing strategies employed by each of your selected companies.

2. Begin your research by collecting examples of promotional and marketing material for your chosen companies. These can be from the media, the Internet, direct from the company, from direct mailing, from retail outlets etc.

Review any business information about your companies that appear in the general or financial media.

3. Analyse and review this information to identify some or all of the following for each company and its products and services:

- The socio-economic target audience
- The promotional strategy
- The perception of the company which is being promoted
- The pricing strategy
- The quality of the promotional and marketing material and ideas
- The costing strategy of the marketing function.

4. Consider how the marketing strategy employed by each company responds to the influences brought to bear from the external business environment.

5. Prepare a brief report on the similarities and differences in the marketing and promotional strategies and practices of your two chosen companies, commenting on the strengths and weaknesses of each. In your report, refer to one or more marketing models to support your thinking.

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