



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Management
Professional Level

MANAGING THE MARKET

4252/01

Optional Module

Valid between 1 January 2007 and 31 December 2007

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 no more than 3000 words. Marks will be deducted from assignments that exceed the word limit.



This document consists of **3** printed pages.



Managing the Market – Optional Module

Title: Achieving Objectives through Marketing

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus and the associated assessment objectives and competence criteria so that your understanding and application of them will feature in your submitted report.

For this assignment you should work with your own organisation or one that is familiar to you. Describe the organisation, its purpose, products and/or services and the department or project you work for (or the department/project you have selected) and your involvement with it.

Identify your organisation's operational objectives and the associated marketing objectives (if these exist). In general terms, describe different approaches to marketing that can be used to achieve these objectives. Explain when these different approaches would and would not be suitable.

Describe your organisation's current approach to marketing and state who has overall responsibility for the approach. From your understanding of the importance of marketing, describe the role of managers in the marketing of products and/or services. Describe the contribution you and your team make to the marketing of your organisation's products and/or services. Identify your customers (internal and external) and indicate their role in your approach to marketing.

Focusing on your department or project, describe the products and/or services provided. Identify the market sector for each product/service and describe how these are currently being targeted. Using a range of marketing models, analyse the market for your products/services, taking into account the marketing activities of your competitors.

Summarise your findings and prepare a pricing and promotion approach for your department or project.

Using all the information you now have, devise a marketing plan. Explain how your plan will help to achieve the organisation's marketing objectives (where these exist), improve the purchasing of your products and services and raise the reputation of your organisation, department or project.

Present your findings and recommendations to a manager with marketing responsibilities within the organisation and obtain their feedback.

Reflect on the feedback, identify key learning points from the feedback and your study of your organisation's marketing approach and indicate how you would amend your plan.

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

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

In writing the report, you should adopt an appropriate business format and show how knowledge and understanding of managing the market have been applied in line with the module syllabus.

At the start of your assignment report, indicate the number of words used, which should not exceed the maximum permitted total of 3000.

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