

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

**MANAGING THE MARKET**

**4179/01**

**4252/01**

Optional Module

Valid between 1 January 2005 and 31 December 2005

**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.

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



## Managing the Market – Optional Module

### Title: Contributing to the Marketing of Products and Services

Your start point for undertaking this assignment is to familiarise yourself with the syllabus for this module and the associated assessment objectives and competence criteria.

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).

Describe your organisation's approach to marketing, where the responsibility for marketing lies and the contribution you and your team make to the marketing of your products or services. In describing the approach, identify the importance that is given to external and, where appropriate, internal customers in the marketing approach, describing the difference between product-led and customer-led approaches.

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

From your analysis, identify the most appropriate markets for your products and services and develop a pricing and promotion strategy, justifying your decisions.

Develop a marketing plan in line with your research findings. Show how such a plan should improve the purchasing and reputation of your products and services.

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

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

You must include in your assignment 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.

Indicate the number of words used at the start of your assignment report.

---

Every reasonable effort has been made to trace all copyright holders where the publishers (i.e. UCLES) are aware that third-party material has been reproduced. The publishers would be pleased to hear from anyone whose rights they have unwittingly infringed.

University of Cambridge International Examinations is part of the University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.