



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

STRATEGIC MARKETING

4268/01

Optional Module

Valid between 1 January 2010 and 30 June 2011

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 4000 words. Marks will be deducted from assignments that exceed the word limit.

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



Strategic Marketing – Optional Module

Title: Strategic Success through Marketing

Before starting this assignment it is important to familiarise yourself with the module syllabus and the associated objectives and competence criteria so that your understanding and application of them will be a feature of your submitted report.

For this assignment you should work with your own organisation or one that is familiar to you. Briefly 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.

For the purposes of this assignment you can focus on the organisation as a whole, a department, project or a product/service. The term 'organisation' will be used throughout this brief but can be interpreted to mean the organisation, department, project or product/service selected.

State the strategic objectives of your organisation, the marketing strategy and, where these exist, the marketing objectives. Analyse the marketing strategy and identify how this will contribute to the achievement of the strategic objectives.

Using a range of marketing concepts and analytical techniques, analyse the market for your organisation's products and/or services. Include in your analysis the strengths and activities of competitors. Draw conclusions from this analysis and identify key learning points that can be used in order to inform the future marketing activities of your organisation.

Explain the concept of and the reasons for market segmentation. Drawing on your market analysis, identify appropriate market segments for your products/services for the future. Justify your segmentation in relation to the strategic objectives and indicate whether these differ from the current approach to segmentation.

Identify a range of strategic marketing options that will contribute to the achievement of the strategic objectives. Analyse these options taking into consideration the potential barriers to success and the level of risk involved. Select the most appropriate marketing strategy and justify your decision.

Using the findings from your previous analyses of the existing marketing strategy and marketing objectives (where these exist), examine their suitability in view of your proposed marketing strategy. Identify changes that should be made. Adapt the existing marketing objectives where appropriate or devise new marketing objectives.

Create a strategic marketing plan to achieve the marketing objectives. This should be for a suitable time period in relation to your objectives. Your marketing plan should include clear targets, activities and timescales. You should also forecast the potential return on investment of your proposed marketing activities.

Incorporate your strategic marketing plan into a proposal to a senior manager, summarising your findings and justifying your recommendations with reference to their contribution to the organisation's strategic objectives.

You must include in your assignment report all documentation, notes and materials generated during 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 strategic marketing have been applied in line with the module syllabus. You should include in your report your research methodology.

At the start of your assignment report, indicate the number of words used, which must not exceed the maximum permitted amount of 4000.

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