



## STAGE 4 PROJECT

MAY 2001

### Project Background

'a corporate strategy or plan for the firm... indicates the chosen future direction for the company and contains objectives and mission statements, as well as detailed strategies for various component activities, including marketing. Strategic marketing is enveloped in, and derives from, the overall strategic management of the firm' (Murray and O'Driscoll, 1996, *Strategy and Process in Marketing*, p. 60).

This project seeks to challenge the student's comprehension of a firm's marketing strategy and of the interrelationship between its marketing strategy and corporate strategy.

### Project Requirements

The student is required to describe in brief outline the corporate strategy of a firm/organisation of their choice. This should include a description of the overall corporate objectives and mission of the firm and a brief indication of how the various component activities, e.g. R&D, manufacturing, operations, logistics, finance and human resources and so on, support this corporate intent. Then using this material as a reference, the student should describe the firm's marketing strategy in some depth, stressing and identifying where possible the interrelationships between marketing activity and corporate strategy.

The student is not required to present the corporate strategy in any great depth but rather in broad outline. The examiner will be particularly interested in how the student describes and assesses the interconnections between the detailed marketing strategy and the broader corporate strategy. For example, a student might consider how the organisation's marketing communications supports (or not) the corporate affairs ambitions of the enterprise; equally, he might consider how corporate aspirations for total quality are reflected in various products and levels of customer service.

### Acknowledgement

In an acknowledgement of at least one paragraph in length at the beginning of the project, the student must indicate the genesis or origins of his/her work: how the student came to choose these companies in the first instance? Does he/she work in the company? In what capacity? Did the student interview key personnel in the company? Have access to specially commissioned material? All secondary data, reports, company plans, interviews and other source material must be clearly referenced throughout the project so that the Examiner can identify and assess the student's own contribution.

NOVEMBER 2000

# PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 8,000 words. On the other hand you should not exceed 10,000 words.
5. You must acknowledge all your sources. You should do this by including the name of each author in brackets at the relevant point in the text and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 4**. You will not have passed **Stage 4** until you have passed the project.
7. The project is due by **FEBRUARY 6, 2001**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying as applies in the Examination Hall - all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. Please sign the attached statement and incorporate it into your project after the bibliography.