



## STAGE 4 PROJECT

MAY 2002

### Introduction

Did the dinosaurs hold management training seminars when their world started changing? “No longer are we guaranteed good weather, plentiful food and big mud holes to wallow in” said the facilitator, a tyrannosaurus. “We have to take responsibility for our own survival. If we don’t adapt, we’re history.” To which a weary brontosaurus, from his perspective in the middle of the food chain, replied, “We’ve always done it this way. Why change? Besides, you guys are always coming up with these hot survival fads and they never stick. Remember values-based evolution?”

*Hal. Lancaster, “Managing Your Career”.  
Wall Street Journal, (March 28, 1995), B1.*

### Project

Locate an enterprise of your choice. Detail the reasons that made you choose this particular entity. **10%**

Evaluate the forces of change at work in the industry you have chosen. **40%**

Assess how your enterprise currently functions within this industry and develop an appropriate strategic marketing plan for the enterprise, taking cognisance of market realities and future possibilities. **50%**

### 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 chose this/these companies in the first instance? Does he/she work for the company/companies? In what capacity? 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 2001**

**STATEMENT**  
**STAGE 4 PROJECT**  
**MAY 2002**

I hereby certify that:

- I have the read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

# 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; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) 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. Web references should be as detailed as possible, not just the home page. 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 5, 2002**. 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 and to plagiarism: 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 statement overleaf and incorporate it into your project after the bibliography.**