



## STAGE 4 PROJECT

MAY 2003

**“What’s in a name? That which we call a rose by any other name would smell as sweet”**

*William Shakespeare*

**It is said that brands are at the heart of marketing and business strategy. Marketing is about decommoditising the enterprises’ offer. If what is on offer is perceived as the same as those of competitors, then customers and consumers will be indifferent towards the product offering.**

### **The Project**

- Identify an enterprise of your choice. Detail clearly, with supporting material, why you believe this enterprise to be the most appropriate for this project. Identify and critically assess the branding methods used by this enterprise to differentiate its product offering. **15%**
- Prepare a comprehensive analysis of the relevant industry sector you have chosen. You should pay particular attention to the role played by branding in this industry: how has this role changed over the years, where will it be in the future? **25%**
- Focusing clearly upon the enterprise which you have chosen, you must now complete a thorough Strategic Marketing Plan using the information gleaned from your research thus far ( secondary and primary). You must focus upon what, in your opinion, are the branding issues relevant to success for your enterprise. Your views must be substantiated by relevant material. **45%**
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. **15%**

**P.T.O.**

**Additional Briefing Notes**

- A word count MUST be included as part of your 'Contents Page'.
- Candidates should NOT submit their projects in individual page plastic covers.

**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 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 2002**

**STATEMENT**  
**STAGE 4 PROJECT**  
**MAY 2003**

I hereby certify that:

- I have 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 4, 2003**. 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.**