

**Assessment 2 Information Sheet**

To be supplied to students when they receive the coursework assignment task

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| **Unit Co-ordinator: Gabriella Kereszturi**  |
| **Unit Name: Marketing Management** |
| **Unit Code**: SHR037-6 |
| **Title of Coursework: Individual Marketing Plan Report** |
| **% weighting of final unit grade:** 60% |

Assignment Brief

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| **Submission instructions** |  |

**Assignment should be submitted on the designated date by 12 noon Oman time (8.59am UK time).**

Pages should be numbered. Headings and sub-headings must be provided.

**All areas of the plan must be considered.**

**Your full name, ID, the unit title and code number must be clearly marked on the assignment top sheet.**

Coursework must be submitted on BREO by the date and time specified. Late work is not accepted, and will be deemed a fail and graded G (0) (no work submitted).

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| Learning Outcome |  |

The completion of this assignment requires you to demonstrate the following skills and abilities:

* Carry out a marketing audit of an organisation, develop a marketing plan and propose strategic marketing developments.

**Threshold Expectations:**

**In order to pass Assessment 2 you will need to:**

* Identify, formulate and justify adequately, the constituent elements of your marketing plan and propose acceptable strategic recommendations to take the organisation forward.
* Apply an in-depth knowledge of marketing theories to evaluate, to an acceptable level, alternative solutions in solving problems.
* Satisfactorily adapt your strategy, introducing and involving high level activities relating to data collection, analyses, synthesis, and reporting for complex purpose

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| Format for submission |  |

The word limit is **1,600 words excluding cover page, references in the bibliography and the appendices.** Your cover page must have **your full name and ID number.**

All work should be word processed using either Times New Roman or Ariel font, with line spacing of 1½ and justified.

References must include academic sources.

No more than 50% of references may be from the internet.

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| Assignment Detail |  |

**Assessment 2: Individual Marketing Plan Report**

**Marketing Plan for SPAR (Oman)**

**The Marketing Plan Task:**

SPAR International is expanding rapidly in the Omani market and aims to build on its established reputation of ‘customer service excellence’. First launched in 2014, SPAR Supermarket at present has more than 22 stores across Oman. According to the CEO of SPAR international, “SPAR’s success story in Oman has been possible because of customers’ acceptance, which has been driven by the **four core values of freshness, choice, value and excellent customer service**”. In 2016, SPAR Oman opened its 10th SPAR Supermarket, which saw the brand entering Madinat Darsait for the first time. SPAR, Oman is keen on expanding its sales and achieving market growth.

As a Marketing Consultant, you have been approached by the CEO of the SPAR (Oman) to develop a Marketing Plan which will enable the company to achieve even better customer satisfaction and increase in sales over the next three years. Your focus should be on SPAR Supermarkets.

***To help with the development of your Marketing Plan Task, you have been provided with a case study generated from recent articles on SPAR, Oman. Please, note that you are expected to conduct further research on SPAR, Oman.***

**Your Marketing Plan must include the following:**

* **Executive Summary**
* **Introduction and objectives** – Your introduction should include relevant background information on SPAR, Oman
* **Current market and company situational analysis**, including the competition (apply Porter’s Five Forces model, and provide a comparative analysis of the competitors), consumer behaviour, SWOT and/or PEST analyses.
* **Market Segmentation**- this should emanate from your market situational analysis. You must identify current and possibly new market segments for SPAR, Oman
* **Marketing Plan Objectives** – must be specific and realistic. Apply the SMART Rule.
* **Marketing mix strategy recommendations**- Note that you will need to recommend your marketing mix strategy for **SPAR, Oman.** Your recommendations should stem from the market and company situational analysis. Your strategy recommendations must be relevant to the segments identified in your market situational analysis. **Don’t just repeat the current strategies employed by SPAR, Oman.** You are also expected to use relevant strategic marketing planning tools to inform your recommendations.
* **Evaluation and Control** – how would the plan be monitored? What tools would you employ? Consider the Key Performance Indicators (KPIs).
* **Budget**- provide a costing for each of your marketing mix strategy. I do not expect you to come up with specific figures, but your costing should be based on research. Hence, I would expect a brief explanation or justification of the figures provided in your budget.

**Additional Guidance on the Marketing Plan Report**

1. **Objectives** – objectives need to be SMART but it is unnecessary to explain in detail how smart they are.
2. **The balance between market analysis and the actual planning/actions**– ensure that your submissions are balanced with regards to analysis and planning. For example, do not use a lot of space summarising the analysis, at the expense of setting objectives and planning objective-specific marketing strategies and tactics.
3. **Vagueness** – planning needs to be very specific; stating that you will use ‘social media’ for promotion because it is the ‘most efficient tool’ is not enough. You need to explain the social media tool (s) – what they are, why you are using them and how you would use them.
4. **Academic content** – you are expected to apply models, and not just describe or define them. For example, your SWOT or PEST analyses should not read like textbooks in which you explain what SWOT or PEST are – this is essentially incorrect. You need to apply them and not describe them.
5. **Executive summary –** an executive summary should be written in a way that allows the executive who reads it to have a good overview of the objectives, structure, indicative content, key findings and recommendations of your marketing plan. Essentially, it is a summary of your marketing plan.
6. **Secondary data use** – Analysis should be supported with secondary data (from the literature). You should demonstrate wider reading and acknowledge the sources of your information, both in the main body and in your bibliography. Avoid making very bold but not substantiated statements, such as ‘the only customer-oriented supermarket’ in Oman’ or ‘massive campaign’ or ‘massive customer segment’. Give numbers if you think the segment is large and compare it to other segments to give an idea of the size of it. Worth noting that your product offerings must relate to your chosen segments.
7. **Presentation and structure** – to achieve an excellent grade, your presentation needs to be immaculate – this includes numbering tables, referencing correctly etc. **Do not present a lot of data and information in tables as appendices. Data or statistics that refer directly to your discussion in the main body, should be presented in the main body**. **Tables and figures** – tables and figures need to be numbered and each should have a title that is self-explanatory. Your analytical content must be high, demonstrating critical thinking and the ability to apply relevant marketing concepts **(refer to the marking grid).**
8. **Word limit** – **1,600 words. This will exclude your references in the bibliography, the appendices, and the cover page. Please, note that your cover page must have your Full Name and ID Number. The use of tables, figures and diagrams is encouraged.**
9. Finally, remember that the format for this assignment is **Report Format and not** essay format**.**

**New Assessment Regulations**

In response to student feedback the University has revised the regulations that govern how your work is assessed, by introducing the use of a percentage scale to replace the previous letter grades.

More information for students is available on BREO, in the “Assessments Information for students” community.

The full regulations are available at: <http://www.beds.ac.uk/aboutus/quality/regulations>

**The table below shows the percentage points to which grades are mapped.**

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| **Grade** | **Percentage Points** |
| A+  | 80 - 100 |
| A  | 75 -79 |
| A-  | 70 -74 |
| B+  | 67 - 69 |
| B  | 64 - 66 |
| B-  | 60 - 63 |
| C+  | 57 - 59 |
| C  | 54 - 56 |
| C-  | 50 - 53 |
| D+  | 47 - 49 |
| D  | 44 - 46 |
| D- | 40 - 43 |
| E  | 35 - 39 |
| F | 25 - 34 |
| F-  | 1 - 24 |
| G | 0 |

**Marking Grid for the Marketing Plan Report**

**Please, note that this is the Grid that will be used for marking your work.**

**SHR037-6 Assignment 2 (Marketing Plan): Marking Grid**

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| **Criteria** | **Poor F** **(1-34%)** | **Weak E** **(35-39%)** | **Below Average D (40-49%)** | **Average C (50-59%)** | **Good / V. Good B** **(60-69%)** | **V. Good / Excel. A** **( 70% & above)** |
| **Executive Summary** | No clear objective, structure, indicative content, and identification of the key findings & recommendations. | Objective and structure not presented clearly or are inappropriate. The focus is on the general topic. | Objective and content stated but these do not adequately address the marketing plan task.. | An adequate statement of the objective, structure, content and key findings and recommendations | A good executive summary provided with clear objective, structure, indicative content, key findings and recommendations | A very good executive summary with clear statement of the objective, structure, indicative content, key findings and recommendations  |
| **Research** | Literature is loosely related to the plan and is general. Should indicate sufficient breadth or depth of reading and/or understanding.  | Literature is mostly related to the plan but is general. There is a lack of depth and breadth, and largely descriptive.  | Relevant literature has been presented but there is lack of depth and breadth of coverage. Attempt to apply some conceptual framework, but lack clarity. | Relevant literature has been presented with adequate depth and breadth. But there is evidence of gaps where further research would be appropriate.  | Specific and relevant choice of literature is presented evidencing wide reading and understanding of the subject matter. Good attempt at applying conceptual frameworks. | A wide and relevant choice of literature presented with a well argued narrative. Impressive breadth & depth of research. Clear conceptual framework(s) applied.  |
| **Market Situational Analysis** | Weak discussion of of the market situation, too descriptive, key issues not examined adequately.  | Discussion lacks clarity and depth, and is not adequate to lead to a sound conclusion nor focused enough to put forward relevant marketing mix recommendations. | Relevant issues identified and an adequate discussion of relevant market factors However the analysis does not go far enough to enable subsequent robust marketing mix recommendations. | A good discussion of relevant market issues. However a considerable gap in the focus, depth and width of the analysis is evident, with no clear links to subsequent marketing mix recommendations. | A sound, focused, critical discussion of the market is present; the argument offers clear links to subsequent marketing mix recommendations. | A very good, critical and focused discussion of the market with relevant deductions offering clear links to subsequent marketing mix recommendations.;  |
| **Marketing Mix Recommendations** | Recommendations are not linked to the market Situational Analysis and are weak and general | The recommendations lack clarity and they do not fully reflect the market situational analysis provided nor the objectives. of the marketing plan | The recommendations are not that practical with very few justifications provided. Not adequately connected to the objectives and the market situational analysis  | Fairly relevant recommendations with sufficient connection to the market situational analysis. However, justifications are limited. Recommendations are linked to the stated objectives of the plan |  Good recommendations – practical and relevant with good connection to the stated objectives and market situational analysis. Relevant justifications provided for the recommendations. | Very good recommendations - practical, concise, and relevant; connected to the stated objectives and the market situational analysis. Sound justifications provided for the recommendations. |
| **Implementation & Control; the Budget** | Very general implementation and control. No framework used.Very general budget. | Weak implementation and control. No framework used.Figures provided in the budget are not explained or justified | Basic coverage of implementation and control with some framework provided but applied in a general manner. Budget is basic. | Fairly good coverage of implementation & control with adequate application of a framework. Budget is reasonable with some justification provided for the figures. | Good coverage of implementation & control with good use of relevant framework. Relevant budget with good justification of the figures provided. | Very good coverage of implementation & control and very good use of relevant framework. Relevant budget with good justification of the figures provided. |
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| **Scholarly practice** | Does not follow the recommended scholarly practice. It is generally below the norm at this level.  | Overall weak. Need to review citations & referencing styles, use of appropriate global business vocabulary, etc.  | Overall there is a need to review your scholarly practice; a lot of inconsistencies in evidence.  | Overall an adequate scholarly practice demonstrated. However some inconsistencies in evidence. | Overall a good scholarly practice demonstrated.  | Overall a very good scholarly practice demonstrated.  |
| **Presentation** | Significant re-write and restructuring of the plan required. | Weak presentation of the plan – significant improvements to the structure required. | Presentation of the plan is acceptable overall. but requires improvement on writing, structure, etc. | Plan is adequately presented, but requires improvement in some parts. | Professionally presented plan. In many respects; good structure, well written; within the word count limit.  | Professionally presented plan, well structured, well written; within the word count limit. |

**Feedback**

Online feedback can normally be accessed via BREO, 15 working days after the assessment. Please, note that the mark/grade remains provisional until approved by the relevant examination board.

**Assignment Support**

The University’s Learning Resources provide a ‘Study Hub’ where you can improve your assignment grades by accessing free professional support to develop a wide range of relevant and valuable academic skills.

Three teams of specialists: [Academic Liaison Librarians](https://lrweb.beds.ac.uk/studyhub%40library/what-is-study-hub/study-hub-teams/ALLs), [Computer Skills Trainers](https://lrweb.beds.ac.uk/studyhub%40library/what-is-study-hub/study-hub-teams/computer-skills-training2) and [Professional and Academic Development (PAD) Tutors](https://lrweb.beds.ac.uk/studyhub%40library/what-is-study-hub/study-hub-teams/professional-and-academic-development) can help you develop your academic skills and improve your assignment writing and preparation techniques; leading to better grades and enhanced employability.

Learn what information you need for your assignments, how to find it and assess if it's relevant and reliable. Then use the techniques you have discovered to manage your time effectively and improve your academic writing style or your presentation skills.

You will find a wide range of [online guides](https://lrweb.beds.ac.uk/studyhub%40library/a-z-resources) to help you. These cover key areas for success such as library resources, referencing, academic writing, maths, study skills and how to optimise your use of Microsoft Office products.

In addition, there is an ‘Invicible Library’ which can provide online help in the following areas:

* [Unit 1: Getting started](https://lrweb.beds.ac.uk/invisiblelibrary/u1)
* [Unit 2: Unpacking the assignment brief](https://lrweb.beds.ac.uk/invisiblelibrary/u2)
* [Unit 3: Using different types of information and data](https://lrweb.beds.ac.uk/invisiblelibrary/u3)
* [Unit 4: Searching smarter](https://lrweb.beds.ac.uk/invisiblelibrary/u4)
* [Unit 5: Gathering information and data](https://lrweb.beds.ac.uk/invisiblelibrary/u5)
* [Unit 6: Evaluating information and data](https://lrweb.beds.ac.uk/invisiblelibrary/u6)
* [Unit 7: Using information ethically and legally](https://lrweb.beds.ac.uk/invisiblelibrary/u7)
* [Unit 8: Putting it all together](https://lrweb.beds.ac.uk/invisiblelibrary/u8)
* [Unit 9: Managing your time effectively](https://lrweb.beds.ac.uk/invisiblelibrary/u9)

Each unit will help you to develop your skills in locating, using and managing resources for your academic study. There are nine units in total for you to work through at your own pace and you can come back at any time to repeat or refresh.

Ideally you should do the tutorials in order, building on your skills and knowledge as you complete each one. However, the package has been designed so that you can dip in and out of each unit as required. You can use this learning package from any Internet-connected PC.

Main Contact Details:

[https://lrweb.beds.ac.uk/studyhub@library](https://lrweb.beds.ac.uk/studyhub%40library)

Email: studyhub@beds.ac.uk

Reading and Resources:

Subject –specific library guides are available in printed format in the LRC and on the Learning Resources web site http://lrweb.beds.ac.uk/guides/subjectguides. These guides tell you which resources are important for your particular course.