**Task**

As an independent consultant you are required to choose an organisation and assess the effectiveness of their marketing strategy.

**Structure/ Template**

Title page NOT INCLUDED IN WORDCOUNT

Table of Contents NOT INCLUDED IN WORDCOUNT

Executive Summary/ Abstract (state the aim of the report, structure of the report and overview of chosen organisation) max 400 words ( no longer than a page) – NOT INCLUDED IN WORDCOUNT

Introduction (background of chosen company (Sources: reference to the website/ annual report and or other sources such as Mintel) aim and structure of report) – approx.150 words

1. STP strategy Analyse their STP strategy, providing and insight into how segmentation, targeting and positioning are currently applied by your chosen organisation.
   1. Segmentation (definition) (Sources: book, journal articles)– segmentation basis and how the organisation applies this (Sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)
   2. Targeting (definition) (Sources: book, journal articles)– targeting strategy and how the organisation applies this (Sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)
   3. Positioning (definition) (Sources: book, journal articles)– positioning strategies and the organisation applies this (use perceptual map) (Sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)
2. Marketing mix (marketing mix evolution – references to books and journal articles)

Examine their marketing mix, focusing on the 4Ps for products and 7Ps for services, that your chosen organisation is currently applying.

2.1. Product (definition + models such as PLC model or other ones) – how the organisation applies this (sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)

2.2. Price (definition + Pricing Strategies) – how the organisation applies this (sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)

2.3. Place (definition + distribution strategies) – how the organisation applies this (sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)

2.4. Promotion (definition + promotional mix strategies consisting of traditional and digital channels) – how the organisation applies this ( sources: academic: books and journal articles AND the company website, social media sites, magazines, news)

2.5 People ( staff) – definition and how the company applies this (sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)

2.6. Processes ( guidelines) - definition and how the company applies this (sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)

2.7. Physical Evidence ( tangible elements supporting a service) - definition and how the company applies this (sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)

1. Assess their relationship marketing strategy with an emphasis on their current tactics.
   1. Definition of relationship marketing and discuss relationship marketing– how the organisation applies this (sources: book/s, journal articles AND company website/annual reports, news, magazines, other publications)
2. Provide recommendations on how your chosen organisation can improve its marketing strategy ( recommendations for STP, 4/7Ps, relationship marketing) – (references to journal articles &/ references to non-academic sources such as marketing magazines, news, websites)

Conclusion – summary of key points emerging from your analysis (no references)- approx. 150 words

References (min. 20 references)- should be well balanced: approx. half academic references from books and journal articles AND the other approx. half from non-academic sources as company website, other websites, magazines, news, publications) - NOT INCLUDED IN WORDCOUNT

Appendix (optional) (extra information/ evidence – could add environmental analysis, competitor’s analysis etc.) - NOT INCLUDED IN WORDCOUNT

**LENGTH REQUIRED**

3000 words (+-10%)