

Assessment

Assessment	Component weighting	Assessment Submission	Submission week
Report (3500 words) 10% +/-	100%	Turnitin	12

Assignment Brief

Assignment Title:

International Marketing Evaluation

Submission Date: 26th January 2024 @ 23:59

Learning Outcomes Assessed by this Assignment:

- ❖ Describe and critically evaluate the regional, national, and global marketing environment (social, economic, technological, political, and legal) within which an organisation operates.
- ❖ Critically evaluate the key concepts and theories underpinning global marketing.
- ❖ Critically evaluate the internal environment of the firm, and firm objectives, such as growth and international market entry to new markets.
- ❖ Analyse and evaluate the external effects the organisation's decisions have on their stakeholders, competitors and the wider public.

Assignment Guidelines:

You are required to produce a comprehensive report on marketing approaches and strategies of a multinational company in two key markets (countries). This requires you to do an in-depth research and use relevant theories.

Your work should provide an analysis of the external and internal marketing environment of two key markets. Furthermore, you need to analyse and evaluate the entry strategy, analysis, and evaluation of marketing approaches such as segmentation, targeting and positioning and 4p's applied by a multinational.

You need to demonstrate how a multinational company applies the marketing concepts, models, and theories to devise the marketing strategies, how the marketing approaches and strategies could be similar and/or different in different markets/countries and consistently judge the effectiveness of the marketing approaches and strategies perceived by a multinational.

Further Guidelines:

Your seminar tutor will allocate you a company and ideally you should select two key markets (two countries by yourself) which are culturally different. This will provide greater opportunity for you to compare the marketing strategies of a multinational in two countries and judge on the effectiveness.

General structure:

Section 1:

- ❖ Provide a brief background of the company.
- ❖ Analyse the external environmental factors and how they impact the company in two key markets. Present this as a table.
- ❖ Analyse the consumer behaviour two key markets.
- ❖ Provide a competitor analysis in two key markets.

Section 2:

- ❖ Critically evaluate the entry strategy of a multinational in the two key markets.
- ❖ Analyse the Segmentation, Targeting and Positioning approaches of a multinational in two key markets.

Section 3:

- ❖ Analyse and critically evaluate the marketing strategies (4 P's) of a multinational in two key markets.

Plagiarism:

Turnitin includes a plagiarism detection system and lecturers are experienced enough to recognise plagiarism when it occurs.

To avoid academic misconduct and plagiarism, remember to acknowledge the source. This includes paraphrasing and using the Harvard referencing. Please read the student handbook to understand in detail about plagiarism and the consequences. If you need help putting your references into the correct style, The Academic Community of Excellence (ACE) team offers workshops on referencing and can be booked via the ([online booking system](#)).

The maximum word limit is 10% above the word count given for this assignment, excluding the front cover sheet, declaration statement, table of content, appendix, and reference list.

Submission:

You will be uploading your work on Turnitin. Turnitin is a 'text-matching' software which compares your work against the archive of internet documents, data, repository of previously submitted papers and produces an 'originality report'. The report identifies where the text within your work has matched with another source. A high similarity score means that very little of your paper is your own writing. To learn how to interpret and amend the similarity please click-

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The work should be submitted as a word document on the blackboard via Turnitin link named **“Global Marketing and Sales final submission”**. Any other form or ways will not be accepted.

Extension of Submission

We want you to do your best. We know however that sometimes events happen, and you may not be able to submit your coursework by the deadline. We will try to help you in these situations. It is important that you follow the extenuating circumstances procedure outlined in the **Student Handbook**. You should contact uuacademicenquiries@qa.com as early as possible and before the deadline, so that we can assist you.

CRITERIA FOR ASSESSING COURSEWORK

In line with the Ulster Business School's policy, the following guide will be used to assess grades:

Classification	% Range	Content	Application of Theory	Knowledge and understanding	Evidence of Reading	Referencing and Bibliography	Presentation, Grammar, and Spelling
With Distinction	70 –100	Critical insightful evaluation and synthesis of complex high level of originality and reflection. Demonstrates the ability to pursue research at Doctoral level	Extensive evidence of advanced applications and/or empirical results, where applicable, informed extensively by current research and practice in the area	Exceptional knowledge and conceptual understanding of complex and/or specialised principles and concepts and the development and advancement of ideas and practice	Extensive evidence of integrating supplementary sources	Outstanding referencing and bibliography	Outstanding, well-directed presentation, logically and coherently structured, using correct grammar, spelling and citation.
Merit	60 –69	Critical evaluation and synthesis of complex issues and material which includes an original and reflective approach	Clear evidence of relevant applications and/or empirical results, where applicable, informed by current research and practice in the area	Wide knowledge and depth of understanding of complex and/or specialised principles and concepts and the development of ideas and practice	Evidence of extensive reading of supplementary sources	Comprehensive referencing and bibliography	Excellent presentation, logically structured, using correct grammar and citation
Pass	50 –59	Some critical evaluation and synthesis of key issues and material	Evidence of relevant applications and/or empirical results, where applicable with some links to current research in the area	Appropriate knowledge and depth of understanding of key principles and concepts with some understanding of their development in practice	Evidence of reading supplementary sources	Adequate referencing and bibliography	Orderly presentation, clear structure and acceptable grammar and spelling
Fail	45 –49	Some evaluation and synthesis of issues and material	Occasional relevant applications and/or empirical results, where applicable	Basic knowledge and depth of understanding of key principles and concepts only	Limited evidence of reading	Limited referencing and bibliography	Adequate presentation and structure, grammar, spelling and citation

Fail	31 –44	Limited evaluation and synthesis of issues and material	Limited applications and/or empirical results, where applicable	Limited and/or superficial knowledge of key principles and concepts	Minimal evidence of reading	Inadequate referencing and bibliography	Poor presentation and structure, grammar, spelling and citation
Fail	0 – 30	Little or no evaluation and synthesis of issues and material	Little or no evidence of relevant application and/or empirical results	Virtually devoid of any evidence of knowledge and understanding	Little or no evidence of reading	Inadequate referencing and bibliography	Inadequate presentation, structure, grammar, spelling and citation

