



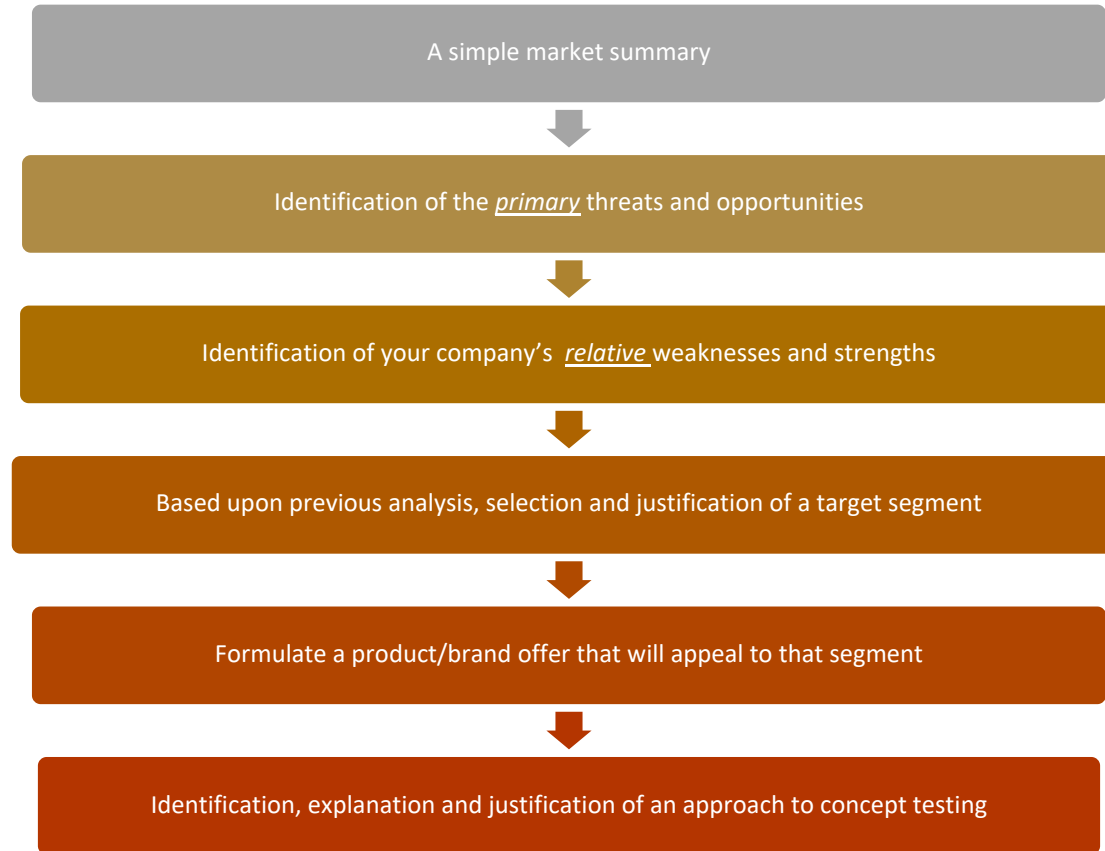
**For the
Change
Makers**

**Module Wrap
Up**

The topics covered this term...

- What is 'marketing'
- Analysing the marketing environment
- Understanding customers and consumers
- Segmentation targeting and positioning
- The Marketing Mix (4ps and 7ps)
- IMC
- Branding and brand architecture
- Sustainability and ethics in marketing

The Individual Report: A Marketing Plan (3000 words max)



Find out as much as you can about the podcast market as a whole but also your client's preferred sector

Analyse the market to identify opportunities and threats (PESTLE)

Find out as much as you can about your client to identify their relative position in the market (i.e. strengths and weaknesses) (Complete TOWS)

Given your previous analysis, you will have identified the population, segments and preferred segment to 'target'

What is your brand name, and what is your product/service mix?

How are you going to use market research to concept test the viability of your podcast?



It's not rocket science – it's about being systematic...

- A good piece of work will address all of the tasks set in the brief
- It will be well researched using a range of sources.
- Models and concepts will be defined and used correctly to inform the analysis.
- A clear and logical thread will be visible at each stage of the proposal from the identification of 'opportunities and threats' through to the product concept and concept testing.
- Your work should be presented in report format (numbered headings and subheadings) and references will be cited correctly in Harvard style.
- If you have a question, look at the Forums first – it might already have been answered.

SUMMARY

- Everything on the module is examinable so review *all* of the module content to make sure that you don't miss an important model or concept
- Be systematic and diligent – it's not about what you 'think' but what the evidence suggests.
- Cite all sources – we *always* look at your References section first. It will give us an indication of the likely quality of your work.
- Format your work correctly - Report format and Harvard Referencing

Time for Q&As

