

And the critically, appreciate their existing CSR that is the corporate social responsibility and ethical practices and identify the areas of improvement in their CSR practices. So basically, this assignment is you have to submit it in a report format, it is a fourth house in world limit report. Is divided into three parts.

This is the most essential part. The first thing is choose your company create an effective marketing strategy of, and it is for upcoming 12 months. So, for 12 months, period, you have to give a kind of a marketing strategy for that company. And the second part requires you to give a five minute marketing pitch.

So, what a kind of a pitch in, which we do have the details for exactly have to present in your pitch, but it has to be in in class in week. 10. We have to give a kind of a poster in which you are to summarizing some of the things that you'll be mentioning about your pitch.

And The third part requires you to critically evaluate the csr, the corporate social responsibility and the the practices, which is there, which the organization is doing. At the same time, what are some of your recommendation of how they can improve in terms of sustainability and ethical practices that they are already involved in?

And that is the reason why your company should be which is already existing in practice. And you are, you do have some kind of access to understanding what they are CSR practices are So, the scenario year is that you are a marketing manager. So, because you're a marketing manager, you have to give a marketing strategy for 12 months of that, for that particular company that you are choosing and your expected to give a kind of an introduction to your strategy.

I'll add for whatever company that you are undertaking and You can choose a product, you you can give a kind of a plan uh giving marketing strategy for that particular product. So that product can be existing product of the company. Or you can fictitiously make up that product and add your own details.

You can be imaginative in that section and then you have to review the CSR practices and the ethical practices and give some recommendation. The first part your for your convenience. We have already given you. The kind of the ideal world limit for the different section. It will be great.

If you could try to stick to this particular word limit, what you can still more or less, increase the world limit to 10 percent or maybe below 10 percent. But try to make the best use of these word limits that are given to. You don't try to write a very detailed introductions and then you don't get you know, space for the important discussion.

So don't end up doing that. And also the introduction has five percent weightage so where that in mind because even if you write a great introduction but you it's only five percent so mind those things as well. So this part requires you to give basic introduction about the company, add some statistics about that company.

What what they have been doing some kind of introduction of the product or the, or the fifty shares product, or the existing product that you are trying to give a proposal for and also identify the medium in which this communication is been Established. From the marketing strategy side.

And you can use images here to give your kind of a representation.

Of no videos. But yeah, you can be very creative and show some kind of pictures images here as well. Next is about segmentation and marketing. So this has 10 percent weightage and you can use about 500 words in this section. And here you are supposed to provide if that explanation of the segmentation targeting of that particular, product of all the company and identify the main relevant section of the chosen target for which you are creating that advertisement and how you're going to reach out to your target markets and things like that.

Uh, positioning and branding, you can see that is 15 percent weightage for this section. At 800 is the word limit for this, so identify the positioning and branding strategy that you are undertaking discuss, what kind of brand image you want to put forth. These are some of the very important points to think on these lines in terms of how your positioning strategy is going to be.

So try to answer all these kind of questions but in a report format, it should not be in a question answer format. Don't make that mistake and basically you have to talk about what the function, the utilitarian needs that are being met. Differential position. So you can go through these questions and try to place how your positioning and branding strategy is going to be The communication strategy.

Again, 15 percent is the weightage for this 800 word limit. So what what are the different kind of communications strategy or adopting if there is one or two platforms? How are you justifying the use of those platforms at one stages disadvantages and the key message. How are you, effectively communicating?

And these are some of the questions which will again help you to not miss out any important point. When you're explaining your communication strategy, identifying the online value proposition And so on. And very important point is that it has to be in line with the companies objective and help achieve its vision.

So you can't come up with any vague marketing plan. It has to be somewhat in line with what the company wants because you are the marketing manager for that company. So you have to other to what their needs are. So make sure that you are not going out of sight.

Marketing page, is another important thing. It has 10% weightage, and you will get this 10 percent weightage marks. Only if you are presenting your marketing pitch in class, in week 10, So, that is a very important aspect here. Uh, you have to deliver a five minute, kind of a marketing pitch based on your chosen company.

And these are the things that you should mention in your marketing pitch, the introduction of your chosen company. The details of the product that you are giving based on your marketing strategy concise and compelling description of the product explain the key features functional needs how it is helping. Few months for the unique selling point is the chosen target market and targeting strategy that you are undertaking, your chosen target audience, your consumer profile and all these are important points that you can discuss competitor analysis as well.

You have to kind of comment that based on the product or company, which are your competitors

in the industry and identify how your product differentiates from the competitors. And what the key of product features are what the differential values strategy is, and so on. Uh, marketing strategies and other thing you you should mention.

How are you going to reach out to your target audience? What platform are you going to use? Explain how this will create awareness generate leads and convert them into consumers. And, Conclusion, summarizing the points and then Basically just summarizing whatever your pitch has been. So five minutes is a very less time.

So just choose which points you want to explain, you can briefly explain those points in five minutes, but in terms of presentation, you can put forth some points in the a4 size. Paper presentation. It's a kind of a poster presentation, which will be put up here. When you're giving your five minutes, presentation, pitch, and then A4 size paper will be attached to your assignment when you will be submitting it.

So it is important that you present your marketing page in class. And after that, you can attach that poster to your Final document that you are submitting. And if you don't present in class, you will not be marked for that poster. Even if you give a poster in your assignment because it will be recorded that you have presented in class.

So it is important that you prepare those five minutes and you be present here in week, 10 to give that a pitch. The part 3 is CSR and ethical issues. So it's about the very important section here because you can see 30% weightage, with 1200. Word limit is been assigned here, so you have to give a kind of a ethical review.

How what are the practices they are using and how can they better? These practices your recommendations and so on. And another important point is also conclusion. Sometimes people do forget this section but it is it has five percent weightage. So give a good conclusion summarize, the key points, In this particular word limit, And you also have certain consideration for the structure, the presentation, the layout, and referencing for your report.

It has to be logical structure. This is the text size. Do stick to this text size and the spacing, carbon size, referencing writing quality are all important aspects. So, the world limit as i mentioned 4000 words, plus minus You can go 10 percent more. But don't go overboard. Don't try 5000.

At the same time. Don't be too less. Don't try. Just 2000 words. Because there are penalty for that as well. Your five percent marks will be deducted, if you are not more or less other rink to the world limit here. And this is the general marks weightage, which we already saw.

So, And yeah, this is the marking criteria. You can see based on which you will be given marks. You can see it in your free time. Is there any specific question for your assignments? And there's a submission date. The submission date is the last week of your class. There is in week 12 i think the latest 20 seconds to be precise.

Um, is when you have to submit your entire report, but in week 10, you have to present whatever a competition. Yes, yes. That's we denya. So what is this thing? This is week six. So, you have such as four weeks time, So this is your assignment. So the post will be, i mean just

one single single foam.

Yeah. Just one uh a4 size page like in the word document in that you can put both any points that you want to put. You can add images, you can make it creative any way you want to present. It's just a pitch that you're trying to make and If you want to be detail you can be but it's okay.

Even if you write just bullet points and make it a little bit presentable. And that you will attach at the end of your report. Well, you are submitting the report. Yeah.

So, Starting with today's seminar.

I can't come. Okay. Uh, So you might have completed this particular topic in your lecture, It's about marketing, communication, digital and social media marketing. Before, starting with the activity. Can anyone tell me what social media? Marketing is nice. So, that marketing on the social platforms,