Coursework assignment 2

Students should answer **all** questions.

Submissions should be in pdf format and submitted online, electronically through the VLE. Please submit **one** pdf document (do not compress files unless asked to do so) which is named using the following convention:

FamilyName_SRN_COxxxxcw#.pdf (e.g. Zuckerberg_920000000_CO3323cw2.pdf)
- **FamilyName** is your family name (also known as last name or surname) name as it appears in your student record (check your student portal)
- **SRN** is your Student Reference Number, for example 920000000
- **COXXXX** is the course number, for example CO3323, and
- **cw#** is either cw1 (coursework 1) or cw2 (coursework 2).

Introduction and background

The business world has changed the way it needs to act towards its customers and potential customers in many ways. Largely, this change can be characterised by the fact that consumers can now interact with business output in ways they never could before. Whether that be on social networks, via varying types of online advertising, direct email campaigns, or interacting with a video that has gone viral, marketing departments are now required to understand things such as customer segmentation, product classification and user behaviour models in ways like never before. Consumers are no longer passively receiving advertising and information about businesses (if they ever did); companies are learning about diverse behaviour patterns of interaction with online content. One of the lessons learned by businesses has been the success of personalised content and services, and how personalisation is more likely to convert a consumer into a buyer.

One of the ways businesses have tried to make their content more noticeable is by using video. The increased use of smartphones and faster internet coverage speeds means many people can now consume video much of the time. Therefore, it can be seen in use for business-to-business purposes, such as training and product demonstrations, as well as business-to-consumer reasons, like advertising or customer support. Businesses argue that the use of video gives the end user a richer picture of whatever it is they are trying to communicate. They are also designing and building the ways and means for consumers to communicate back to them; for example, to ask questions or give reviews; or enabling customers to communicate with other customers, and become brand advocates: one of the most powerful forms of advertising that there is.

In Coursework assignment 1, you were asked to design a website and m-commerce application for the 40,000 dry cleaning firms operating in the UK to communicate with their potential customers.

In this Coursework assignment, you are asked to concentrate on the vital aspect of marketing for the business you suggested. You are required to present your ideas in a proposal, explaining your marketing strategy and how you are claiming it increases the numbers of consumers in order to generate sales for the dry cleaners it serves.

Case study

The business you designed in Coursework assignment 1 is now a reality. It has employed you as an e-commerce consultant to prepare two management reports. The first report requires you to devise and propose a marketing strategy for the dry cleaning website and mobile application you designed. The second management report asks you to propose an online video advertising strategy incorporating the channels of social media, location based services and email for this same business.

Part 1

Using the case study above, and the knowledge you have gained regarding e-commerce and m-commerce strategies, devise a marketing policy for the dry-cleaning company and mobile application that you designed.

In creating your marketing strategy, incorporate Michel Porter's 'Four Ps' model of Product, Price, Promotion and Place to detail the following for your new m-commerce business:

1. **Product** – its quality, design, features, branding and customer perception.
2. **Pricing** – value to the customer, price of competing products, customer price sensitivity and discounts.
3. **Promotion** – advertising, public relations and online communications.
4. **Place** – distribution channels, market coverage and logistics.

[50 marks]

Part 2

The second part of this Coursework assignment requires you to examine differing approaches to video-based marketing and the use of video in online publicity and P.R. campaigns. To present your findings, write a report of up to 2,000 words proposing your online video advertising strategy for your m-commerce application. This strategy must incorporate how you propose video would be used in your company's social media output; its location-based services; and its email promotion. Your report needs to incorporate how you propose to use video to:

1. Transform customers of your new site into advocates for the brand.

2. Include products and service reviews.
3. Deliver customer support.
4. Promote and sell dry cleaning services to consumers.
5. Incorporate research and development into new ways of doing business for this type of industry.

[50 marks]

[TOTAL 100 marks]

[END OF COURSEWORK ASSIGNMENT 2]