Coursework B Assessment

2500 (+/- 10%) word report
contributing 45% to your final grade on this module
Deadline: Friday, 23 Aug 2019, 23:59 (UK Time) Week 14.

You will be required to undertake an _individual written paper_ related to a particular organisation of your choice. The overall aim is to _evaluate ways in which changes within this organisation's MACRO environment might impact upon its marketing strategies and activities._

You will be assessed on your ability to:
Within a **scenario of a potential change in any of the MACRO environment forces** of your chosen organisation:
   A) Critically evaluate the company's strategies for _sustainable competitive advantage, segmentation (including targeting and positioning) and branding_
   B) Identify and critically assess _two opportunities for growth_ within the organisation's MACRO environments
   C) Make clear links to the marketing theory that underpins your work
   D) Write a logical, well-presented and _accurately referenced_ piece of work

The length of the report will be **2500 words** +/- 10%. The word count limit is there to test your skills of conciseness and focus – keep your work relevant to the subject matter.

Key sections with suggestions as to word count

	Contents	Approximate Word Count	Weighting
1.	Brief summary statement of the **change in any of the MACRO environment forces** of your chosen organisation.	200	10%
2.	Potential impact on marketing strategies under the following headings: • Competitive advantage • Segmentation, targeting and positioning • Branding	1700	50%
3.	Identify 2 specific growth opportunities in the company's macro environments and set out what the company should do to take advantage of these	600	30%
5.	Bibliography (not included in the word count)		10%

You will be awarded marks for each of the above sections from F6-D5 with weightings applied to each.

Report Specifications

Your **report** should be a maximum of **2500 words (+/- 10%)** excluding title page, references, and appendices. Sticking to a strict word limit is difficult and an important skill for you to acquire, so make sure that you write in a concise and focused manner. It should be typed font size 12 and 1.5 line spacing and must be presented in portrait format, not landscape. This report is worth **45%** of your total grade for this module.

An essential feature of the report is to illustrate **how theoretical constructs or models can be critically analysed and applied to organisations in practice**. You are therefore advised to read widely. In fact, unless you have read and referenced at least 10 discrete references, it is unlikely that you have done sufficient reading (you need to go beyond this to achieve higher marks). Beware of sources from the Internet (no Wikipedia or business balls): apart from **reputable** and **academic references** that can be downloaded through the Internet (commonly via the library catalogue); most Internet references are not considered reliable for an academic piece of work. **Academic journals generally offer a better source than textbooks.**

You must use the **APA 6th Referencing system**.

Submission

All work must be submitted electronically via Turnitin by the deadline. Your submission must be accompanied by the front cover declaration that this is your own work being submitted for academic credit. Plagiarism is academic misconduct and any instances found will be referred to the Academic Misconduct Officer (ACO).

Marking Criteria

Your submission will be marked against five criteria presented on the marking guide. You are expected to demonstrate **strong critical thinking** and **analytical reasoning** at postgraduate level. Please make sure you are clear on these requirements and seek advice as required.

Feedback

Up to three working weeks is provided for marking to be completed and then feedback will be returned to you. All feedback will be provided in written format and will be accessible via Moodle.