

For: ATHE Level 7 Diploma in Strategic Management  
ATHE Level 7 Extended Diploma in Strategic Management

## **Unit 10 Strategic Marketing Assignment**

### **Assignment Scenario**

You have been accepted onto a Future Leaders Development Programme (FLDP) within a large organisation. It is a programme that involves developing and presenting specific projects to other programme delegates; all the projects are viewed by the CEO. The delegates come from across the organisation. You are the sole representative from the Marketing Department.

This is an excellent opportunity for ambitious staff to make an impression on senior managers and leaders. In the past, graduates from the programme have been promoted within the company. The introductory session of the programme is personally led and overseen by the CEO.

The company is currently successful but is going through a period of intense change. There are new competitors entering the market, whilst new technologies are changing both production capabilities and consumer preferences.

### **Task 1**

Your first task of the programme is to prepare a presentation with accompanying notes. The presentation will be viewed by the CEO, other senior managers and programme delegates. The content of the presentation and notes should:

- Analyse the relationship between corporate and marketing strategies
- Explain how marketing strategies can contribute to competitive advantage

### **Extension activities**

To achieve a **Distinction**, your presentation you should also evaluate the relationship between strategic intent, strategic assessment, strategic choice and their impact on the formulation of marketing strategy.

Learning outcomes and assessment criteria

**LO1 AC1.1, 1.2, 1D1**

### **Task 2**

Your next task is to prepare a section of a handout to be used by future participants in the FLDP. You are responsible for the section on Strategic Marketing; the finished section will be reviewed by the CEO.

Your contribution to the handout should:

- Evaluate the role of marketing research and its relationship to consumer behaviour (include the different types of consumers, their behaviour in B2B and B2C markets and factors underpinning customer loyalty)
- Evaluate the role of relationship marketing in customer behaviour analysis

### **Extension activities**

To achieve a **Merit**, you must also analyse the influences on, and the psychology of, consumer behaviour.

Learning outcomes and assessment criteria

**LO2 AC2.1, 2.2, 2M1**

### **Task 3**

Next is a major element of the development programme. You are required to develop a realistic and workable marketing plan and strategy for a named organisation. The choice of organisation is important to ensure successful completion of this task.

For the selected and named organisation you must:

- Analyse the key considerations in creating a marketing strategy
- Explain how the marketing strategy should address competitive forces
- Develop a strategic marketing plan for your named organisation using an appropriate format (include KPIs that will support monitoring)
- Develop a risk register and associated contingency plans

### **Extension activities**

To achieve a **Merit**, you must also construct a marketing strategy for a named organisation.

To achieve a **Distinction**, grade you must also create monitoring systems to ensure the successful implementation of a marketing strategy.

Learning outcomes and assessment criteria

**LO3 AC3.1, 3.2**  
**LO4 AC4.1, 4.2, 4M1, 4D1**

**Note:** When citing sources of information that you have used, provide a reference using an appropriate format, e.g., Harvard.

## Guidelines for assessors

The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit. To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners. The suggested evidence listed below is how learners can demonstrate that they have met the required standards.

Task	LOs and AC	Suggested evidence <b>PASS</b>	Suggested additional evidence <b>MERIT</b>	Suggested additional evidence <b>DISTINCTION</b>
1.	<b>LO1</b> AC 1.1, 1.2 1D1	<p>The learner should produce a presentation and supporting handouts in a format suitable for a professional audience.</p> <p><b>AC1.1</b> The learner must demonstrate clear understanding of marketing and corporate strategy and include a detailed <b>analysis</b> of how they interrelate, examining points in turn. The learner must also include an analysis of how marketing strategies are developed, looking at the different stages and examining each part of the process in detail.</p> <p><b>AC1.2</b> The learner should consider a range of marketing strategies and provide a clear <b>explanation</b> of how different approaches contribute to competitive advantage. (This should include examples of different forms of competitive advantage.)</p>		<b>1D1</b> The learner must show clear understanding of strategic intent, strategic assessment, strategic choice, how they interrelate and impact on each other. In the <b>evaluation</b> , the learner should come to reasoned judgements on how these factors affect the formulation of a marketing strategy.
2	<b>LO2</b> AC 2.1, 2.2 2M1	<b>AC2.1</b> In the <b>evaluation</b> , the learner must show they understand different aspects of a market research process and how these relate to consumer behaviour, explaining different types of consumers plus the differences between B2C and B2B markets and how consumer behaviour differs in the different markets. The	<b>2M1</b> The learner should include a range of different influences and an <b>analysis</b> of how these impact on consumer behaviour with reference to psychological ideas.	

		<p>handout should specifically address the issue of customer loyalty in the different markets.</p> <p><b>AC2.2</b> The learner must explain the principles of relationship marketing and, using examples, <b>evaluate</b> its impact on customer behaviour.</p>		
3	<p><b>LO3</b> AC 3.1, 3.2</p> <p><b>LO4</b> AC 4.1, 4.2 4M1, 4D1</p>	<p><b>AC3.1</b> The <b>developed</b> plan must contain sufficient, detailed information, in an appropriate format, that would make it implementable in the selected named organisation. NB. The choice of named organisation is most important for successful completion of this task. The organisation should be of a size that there is an awareness of strategic marketing but should not be so large that an implementable plan is too difficult to produce.</p> <p><b>AC3.2</b> The learner should <b>develop</b> a risk register and show understanding of why and when contingency plans are required. The learner should give clear examples that directly relate to the plan which has been developed.</p> <p><b>AC4.1</b> The learner must provide an <b>analysis</b> of the key considerations required for a marketing strategy. The evaluation must consider the points from different perspectives and come to valid conclusions.</p> <p><b>AC4.2</b> The learner must <b>explain</b>, demonstrating a good understanding of different competitive forces, how the marketing strategy can deal with their potential impact.</p>	<p><b>4M1</b> The learner should state the name of the organisation. They must <b>construct</b> a detailed marketing strategy that draws together all the strands and supports achievement of the objectives of the business.</p>	<p><b>4D1</b> The learner should <b>create</b> a realistic and feasible system for monitoring the implementation of a marketing strategy. The monitoring systems presented by the learner must include different approaches to monitoring and identifying performance deviations. The monitoring systems should be realistic and appropriate for the plan and the named organisation.</p>