



HELBUS

HELSINKI SCHOOL OF BUSINESS

ASSIGNMENT BRIEFS

Qualification	Pearson BTEC Level 5 HND Diploma in Business
Unit (FT/OL)	FT U02 Marketing Essentials
Year and cohort	HNDB2019, 2019
Assessor name	Dr John Byrom
Assignment title	Marketing concepts, internal relations, strategy, plans and application

Learning Objectives

LO1 Explain the role of marketing and how it interrelates with other functional units of an organisation

LO2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

LO3 Develop and evaluate a basic marketing plan

Unit Learning Outcomes

LO1 Explain the role of marketing and how it interrelates with other functional units of an organisation

Assignment 1 Brief and Guidance: Marketing concepts and internal relations

Submission format:

The submission is an individual narrated 10-minute presentation (PowerPoint). Your presentation should be appropriate for the business scenario given below.

You will submit your presentation slides and speaker notes into Turnitin: the recommended word limit (slides & speaker notes) is 1,500-2,000 words, although you will not be penalised for exceeding the total word limit. Your research should be referenced using the Harvard referencing system.

Scenario and activity:

In the first assignment, the scenario is that you have applied for a position as a junior marketing executive for your selected organisation and been shortlisted for an interview.

At this interview you have been asked to prepare a 10-minute, 10-slide presentation in which you should critically analyse and evaluate the key elements of the marketing function and how it they interrelate with the other functions in an organisation.

1. Explain the key roles and responsibilities of marketing in the context of the organisation.
2. Analyse the roles and responsibilities of marketing in the context of the marketing environment.
3. Analyse and evaluate the elements of marketing and how these interrelate with other functional units of the organisation.

Draft deadline: Sunday October 6, 2019 23:59

Unit Learning Outcomes

LO2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

LO3 Develop and evaluate a basic marketing plan

Assignment 2 Brief and Guidance: Marketing strategy and application

Submission format:

Part A: This part of the submission is a situational analysis to support the marketing plan goals and objectives. The recommended word limit is 1,000-1,500 words, although you will not be penalised for exceeding the total word limit.

Part B: This part of the submission is in the form of a completed marketing plan. The recommended word limit is 1,000-1,500 words, although you will not be penalised for exceeding the total word limit. Your work should be referenced using the Harvard referencing system.

Scenario and activity:

You have been appointed to the post of junior marketing executive following your interview presentation in assignment 1.

Following your appointment, your manager has asked you to prepare **a short briefing paper** to evaluate how two of your competitors use the various elements of the 7Ps marketing mix to meet their business objectives. The briefing paper (part A), which will be submitted to the marketing team, will include analyses of the competition and the external business and marketing environment.

Following the analysis of the competition and the external business and marketing environment you are required to prepare **a marketing plan** for your manager and team that tactically applies the use of the 7Ps to achieve its objectives (part B). You may use the following headings to structure your marketing plan:

1. Executive summary
2. Current marketing situation
3. Marketing goals, objectives, and strategy
4. Segmentation, target market, and positioning
5. Marketing budget
6. implementation and monitoring of the plan

Draft deadline: Sunday October 13, 2019 23:59

Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
LO1 Explain the role of marketing and how it interrelates with other functional units of an organisation		D1 Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation.
P1 Explain the key roles and responsibilities of the marketing function. P2 Explain how roles and responsibilities of marketing relate to the wider organisational context.	M1 Analyse the roles and responsibilities of marketing in the context of the marketing environment. M2 Analyse the significance of interrelationships between marketing and other functional units of an organisation.	
LO2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives		D2 Design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.
P3 Compare the ways in which different organisations apply the marketing mix to the marketing planning process to achieve business objectives.	M3 Evaluate different tactics applied by organisations to demonstrate how business objectives can be achieved.	
LO3 Develop and evaluate a basic marketing plan		
P4 Produce and evaluate a basic marketing plan for an organisation.	M4 Produce a detailed, coherent evidence-based marketing plan for an organisation.	

Referencing

HELBUS uses the Harvard system of referencing. **All the sources** you have used to prepare your assignment **must be referenced** in your text and also in your bibliography.

References List/Bibliography (in alphabetical order of the authors' last names)

Jobber, D. and Ellis-Chadwick, F. (2014) *Principles and practice of marketing*. 7th ed. London: McGraw Hill.

Poole, J. (2011) *Leadership in easy steps*. Southam: Mixed Sources.

Thomas, D. (2019) Five reasons the car industry is struggling. *BBC* [online]. Available from: <https://www.bbc.com/news/business-48545733> [Accessed 24 June 2019].

In-text referencing examples

Author's name is cited in your text

Poole (2011, p.10) argues that 'excellent leaders will recognise and develop people'.

Marketing is a branch of business that consists of many theories and intricate systems, according to Jobber and Ellis-Chadwick (2013).

Author's name is not directly cited in your text

'Excellent leaders will recognise and develop people' (Poole, 2001, p.10).

Marketing is a branch of business that consists of many theories and intricate systems (Jobber & Ellis-Chadwick, 2013).

To access the full guide to the Harvard System of Referencing go to Moodle >> Links (menu on the left) >> Referencing instructions

Or take a look at the resources in the University of Northampton's Skills Hub <https://skillshub.northampton.ac.uk/referencing/>

Command words

Your assignment brief will contain a verb that indicates the level of the response that you are expected to give. This is called a *command word*. It is important that you interpret these verbs correctly so that you fully recognise the level of critical thinking required in each assignment.

If you have any questions about your assignment brief,, do ask your instructor to provide further advice.

Analyse	This requires you to explore the different aspects of an issue, considering the relative significance of each. You would normally need to explore causal relationships, examining how an action will lead to a particular reaction. This type of assignment would not normally require you to make judgements, but rather to drill down into an issue, exploring relationships in depth.
Assess	This requires you to weigh up the positive and negative aspects of something. Alternatively, it might require you to explore the important and unimportant aspects of an argument. You should build these strands into a balanced argument before reaching a final balanced conclusion.
Critically analyse	This is when you have to explore the strengths and weaknesses of the ideas of a theorist or claims made by a professional body before reaching a final, balanced conclusion. You would normally begin by presenting the initial idea and arguments in favour of it, before introducing contradictory arguments. When you present the arguments, you should present their relative merits (e.g. their strengths and weaknesses) before summarising your arguments and reaching a final conclusion.
Demonstrate	Explain a broad range of ideas persuasively and with originality using a variety of examples
Describe	Provide a thorough description of the characteristics of a subject
Explain	Give details about how and why something is as it is and what relevance it has (implications)
Evaluate	This type of question will require you to give an opinion on an issue, which you should support with relevant evidence. You should ensure that your response provides a balanced view of the issue, exploring points for and against your argument. This should lead to an overall conclusion where you summarise your main arguments and explain how you have come to your final decision.
Justify	This requires you to provide arguments in support of a particular interpretation of, or perspective on, something. This should be based on the use of theoretical justifications applied to normal business practice.
Identify	Name the main point or points and explain why you chose those.