Marketing

Assignment Guidelines:

This task evaluates the fundamental principles and tools of marketing, focusing on market analysis, consumer behaviour, and the strategic deployment of the marketing mix (4 Ps) in dynamic corporate environments. Students are expected to solve real-world marketing challenges, perform quantitative market analysis (such as market sizing, customer lifetime value, and pricing elasticity), and interpret data-driven results to guide strategic positioning and brand growth.

Submission Format:

- Type: Practical Analytical Report (Marketing Strategy Project)
- Font/Spacing: Times New Roman, Size 12, Double Spaced
- Word Count: 1500 – 2500 words (excluding figures, campaign tables, and analytical appendices)
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of marketing concepts, STP, and business mix models – 20%
- Accuracy of quantitative market research, campaign metrics, and analytical tool usage – 25%
- Critical interpretation of consumer behaviour trends and market positioning contexts – 20%
- Strategic insight, marketing plan alignment, risk evaluation, and quality of recommendations – 25%
- Structure, technical reporting clarity, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Market & Consumer Analysis
- Quantitative Market Modelling & STP
- Integrated Marketing Strategy (4 Ps)
- Campaign ROI & KPI Metrics
- Conclusion & Recommendations
- References
- Appendices (Market Data & Analytics Output)

Assignment Task – Choose ONE of the following practical projects:

Option 1: Quantitative Market Segmentation, Targeting, and Brand Positioning

Evaluate market research data to segment a competitive industry, select high-value target markets, and establish a data-driven positioning strategy for a new product launch. Your paper should:

- Conduct market sizing, demographic segmentation, and psychographic segmentation empirically based on market data.
- Analyze the costs to acquire a customer (CAC) and the lifetime value of a customer (CLV) to focus on the segments that have the highest returns.
- Analyse the actual corporate positioning strategies of brands that successfully pivoted (or failed) while entering the market.
- Create a quantitative position map and targeting approach to inform product commercialisation.

Option 2: Marketing Mix Optimisation and Dynamic Pricing Strategy

Investigate the integration of the 4 Ps (Product, Price, Place, Promotion) with a focus on quantitative pricing models and multi-channel distribution in volatile markets. Your paper should:

- Determine the price elasticity of demand, break-even volume, and margin profile under different pricing schemes (such as value-based, dynamic, freemium).
- Consider the direct-to-consumer (DTC) digital channels vs. traditional intermediary distribution network trade-offs. S
- Studied corporate cases of firms which successfully gained market share by maximising portfolio and channel margins.
- Suggest an integrated marketing mix matrix and pricing path that maximises total product profit.

Option 3: Digital Campaign Evaluation, Attribution Modelling, and ROI Analysis

Analyse integrated digital marketing performance, channel attribution, and customer conversion funnels to optimise promotional expenditure for an established business. Your paper should:

- Compare digital promotion channels (SEO, paid search, social media, influencer marketing) using key efficiency metrics (CTR, CPC, Conversion Rate, ROAS).
- Evaluate marketing attribution models (first-touch, last-touch, multi-touch) in tracking multi-channel customer journeys.
- Discuss real-world campaign analytics from leading consumer enterprises, highlighting data privacy impacts and performance tracking.
- Create an optimised marketing budget allocation plan and performance dashboard to drive measurable revenue growth.