



MPK732 – Marketing Management
Trimester Three, 2018
Assessment 1 – Case Study Analysis

DUE DATE AND TIME: Monday 17 December (Week 7) by 5.00pm AEDT
PERCENTAGE OF FINAL GRADE: 30%
MODE: Group of 2-3 students or individually
WORD LIMIT: 3000 Words
HURDLE DETAILS: N/A

Learning Outcome Details

Unit Learning Outcome (ULO)	Graduate Learning Outcome (GLO)
<p>ULO 1: Evaluate the key concepts, models and theories upon which the practice of marketing is based: The case study analysis enables you to reflect on and critique the “key concepts, models and theories” addressed in MPK732.</p>	<p>GLO 1: Discipline-specific knowledge and capabilities: The case study analysis enables you to reflect on and demonstrate your marketing management knowledge and capabilities.</p>
<p>ULO 2: Apply the fundamental principles involved in managing marketing: The case study analysis requires you to apply the fundamental principles of marketing management to a real world marketing situation.</p>	<p>GLO 1: Discipline-specific knowledge and capabilities: The case study analysis enables you to reflect on and demonstrate your marketing management knowledge and capabilities.</p> <p>GLO 5: Problem solving: Case studies are a commonly used method of problem-based learning. Typically, using a case study aims to develop your reasoning, problem-solving and decision-making skills.</p>
<p>ULO 3: Analyze marketing problems and be capable of applying relevant concepts, models and theories to generate appropriate solutions: The case study analysis enables you to solve problems using previously acquired knowledge. It also engages you in research and reflective discourse for the purpose of problem solving.</p>	<p>GLO 4: Critical thinking: Case studies require you to critique the theory addressed in the unit and to assess its usefulness as it applies in the real world. This makes your learning clearly relevant to “real” situations.</p> <p>GLO 5: Problem solving: Case studies are a commonly used method of problem-based learning. Typically, using a case study aims to develop your reasoning, problem-solving and decision-making skills.</p>

ULO 4: Communicate an in-depth understanding of a range of issues, practices, models and phenomena in marketing: The case study analysis completed in groups exposes you to different viewpoints and commentaries on marketing. Students need to communicate with one another to successfully complete the analysis, and as a group they need to effectively communicate with the reader of their case study analysis.

GLO 2: Communication: The case study analysis assists in developing your communication skills. It allows students to learn from one another via effective communication. Students also need to communicate well with the reader of their case study analysis.

Assessment Feedback:

Students who submit their work by the due date will receive their marks and feedback on CloudDeakin by 15 working days after the due date.

Marking Criteria

A detailed rubric for this assessment task will be provided via Cloud. Please see the relevant rubric in the assessment folder for Assignment 1. In summary, the marking criteria will include:

- Solutions to problems posed, i.e., demonstrate comprehension of the problem and formulate solutions
- Application of theory, i.e., to current, real-world marketing issues
- Presenting and defending a position, i.e., consideration of the complexities of issues and acknowledging other points of view
- Use of literature to support arguments
- Mechanics, e.g., spelling and grammar, language, use of referencing styles

Description / Requirements

Your Brief

A case study typically is an accurate, historical record of a business situation that actually has been faced by business executives. The main aim of using the case study method is to allow you the opportunity to translate theory into practice in a business situation that is as close to real world experience as possible. The marketing situation(s) depicted in the case reflects the uncertainty of the real-world marketing environment, and the reality of any practical situation. You will have to master the art of sifting through all types of information, which is often incomplete, not presented in the correct order, and may even be irrelevant or misleading, to solve the problems posed.

You may find, and be frustrated by the fact, that in some situations there appears to be no single “right” solution to the problem. There are likely to be multiple approaches, each one with a different implication for the organization, and each involving different trade-offs.

Since the case study problems may be approached at times from different perspectives, your main task will be to argue correctly the logic of, and evidence for, your solutions to the problems at hand. The importance of the case study exercise is to emphasize how you arrived at your solution, rather than just emphasize the solution itself.

Getting Started

Read the case study, *Rich’s Products and Healthy Eating Consumers: Corporate Ethnographic Techniques*, as soon as possible, when available on Cloud in the ‘Assessment 1 Learning Resources’. A prompt start will give you time to “tune” into the case study. In particular, there is an amazing amount of relevant background information publicly available that will have some bearing on the marketing situation described in your case. Keep a look out for it! Academic journals and books, newspapers, magazines and television are an especially good place to start your information search. Collect anything that you think may help to enrich your analysis. You can always discard any irrelevant material later.

Now focus on the specific case problems posed below. These problems have been designed so that you can apply the theory from the unit to the practical case study to arrive at solutions. Critically evaluate and add to the existing information provided in your case study by:

- Continuing to read journal, newspaper and magazine articles on your topic.
- Looking for current event type television programs and published brochures, etcetera that may be relevant to your topic.
- Observing the industry that the case is based on.

Please note: In this assignment, you are expected to utilise an extensive amount of research conducted in the discipline of marketing and related fields, to extend your knowledge. Please do NOT rely solely on your own opinions, personal experience, and the case study and other materials that you have been provided.

Case study problems

As marketing manager for Rich’s Products in a new geographic market of your choice from those in the case:

1. Conduct a 5Cs and SWOT analyses for Rich’s Products including consideration of the characteristics and trends of the healthy eating product category and consumer market, and future opportunities. Justify your analysis using appropriate sources and supporting evidence from the case and other relevant secondary research.

2. From your research of the case and other relevant secondary data sources, how do you perceive the future market for healthy foods for your geographic market? Identify two consumer segments that Rich's Products could target (either in the case or not). Describe each segment (e.g., size, growth, et cetera) and create a Buyer Persona describing for each, the segment's profile, activities, preferences, motivations, and pain points. For the identified segments and personas, summarise how they are different or similar from each other. For each Buyer Persona, , how can the consumer perceptions researched and presented by you be addressed by which Rich's Products? For each segment, evaluate the competitors of healthy eating products and brands who may have entered or have the potential to enter the geographic market. Use elements of consumer behavior and market segmentation, targeting and positioning (STP) theory to inform your response.
3. How can Rich's Products proceed and what STP strategy or strategies would you recommend for Rich's Products based on your findings to Q1 and Q2? What **one** target market from Q2 do you recommend Rich's Products focus on going forward and why? What value proposition, positioning strategy and product(s) would you recommend for this target market? Craft a perceptual map and positioning statement linking the products to your recommended positioning strategy for this target market being mindful of what ethical concerns should be considered when marketing healthy eating products and how Rich's Products should tackle these. How do consumers understand various terms about dietary habits? Are "healthy eating," "organic foods," and "local sourcing" always the same thing? Are consumers themselves clear about these terms? What importance does this have for Rich's Products?
4. What other marketing research methods do you recommend to senior management as a follow-up to the ethnography conducted to strengthen the understanding of the healthy eating lifestyle in your geographic market? Provide a detailed research proposal for **one** of these marketing research methods, including the research process design, research problem/objectives, data analysis procedures and expected marketing insights it should produce. Support your research proposal with relevant theory and justification for your selected marketing research method. In your Appendix (i.e., excluded from the word limit), provide the instruments to be used.

Your arguments need to be supported by your understanding of the company's strategy, strengths, weaknesses, and competitive advantages identified in Q1, in combination with your expectation of the market identified in Q2, with supporting justifications from the case, other sources, relevant theory, your analysis, and acknowledgement of any assumptions. In other words, your solutions to the problems identified in each question should draw on evidence and insights from the case and other relevant sources, and show strong integration across the questions of insights and understanding gleaned from your analysis.

Case Study: Rich's Products and Healthy Eating Consumers: Corporate Ethnographic Techniques

Barretta, Paul G. & Barrett, Molly (2016) *Rich's Products and Healthy Eating Consumers: Corporate Ethnographic Techniques*. SAGE Publications: SAGE Business Cases Originals.

The case study can be found within the Assessment 1 resources.

Links to other supplementary information that you could use:

Rich's Products Website: www.richs.com

(paste link into https if link does not work)

Presenting your case study analysis

The case analysis should be presented in "problem and solution" format. The following elements need to be included in the written analysis that you submit:

Cover page: Your final work should include a cover page with the work's title, your names and student numbers, name and code of the unit and the date of submission. **(not included in the word count)**.

Executive Summary (no more than 1 page in length) **and Table(s) of Contents: (not included in the word count)**

Main body: The main body should provide analysis of the case study problems posed in the THREE questions. Use headings and sub-headings, and figures and tables, et cetera to help explain your points and to keep your arguments concise.

References: A complete citation of all work/research of others referenced should be included in a list of references **(not included in the word count)**. As this is a post-graduate unit, and students are required to have advanced research and critical skills, a minimum of 20 references, mostly from peer-reviewed sources, is expected. [Harvard style of referencing](#) should be used throughout the main body. Your analysis needs to be based on your own external research using quality external sources. Assignments that **only** draw from the case, prescribed textbook and readings, and rudimentary or questionable webpages (e.g., Wikipedia, the Online MBA), or other textbooks are unlikely to be awarded a pass grade.

Word limit

Please note that 3000 words is the word limit for ALL assignments – quantity does not equal quality. The word limit includes all material that you wish the assessor to read. This includes tables and figures. The cover page, Executive Summary, Table(s) of Contents and reference list are not

counted in the word limit. Assignments outside this word limit range will reduce the assessed grade.

Submission Instructions

Due date and time

Monday 17 December (Week 7) by 5.00pm AEDT. Please submit only ONE copy per group.

Group or individual sign-up

Please sign-up to a group via CloudDeakin as soon as possible even if you are a group of one, two or three members as signing up to a group will open the Dropbox for submission of your assignment. Do not leave this to the last minute. Please click on the “Tools” tab and then select “Groups”. Then click on “View available Groups” and select the relevant group. In addition, maintain contact with group members. You (not the unit team) are responsible for group management. Get on top of problems quickly, and make decisions in the same way that you would as an executive.

You must keep a backup copy of every assignment you submit, until the marked assignment has been returned to you. In the unlikely event that one of your assignments is misplaced, you will need to submit your backup copy.

Any work you submit may be checked by electronic or other means for the purposes of detecting collusion and/or plagiarism.

When you are required to submit an assignment through your CloudDeakin unit site, you will receive an email to your Deakin email address confirming that it has been submitted. You should check that you can see your assignment in the Submissions view of the Assignment Dropbox folder after upload, and check for, and keep, the email receipt for the submission.

Extensions

Extensions to the date for submission of this assignment will be considered only if a written request is submitted and negotiated with the Unit Chair prior to the submission date, via email to the Unit Chair (see email address on unit Cloud home page for unit team profile members).

Extensions are only granted for unexpected and extenuating circumstances. **Work or other study commitments are not considered sufficient reason for an extension to the due date of work.**

Other notes on written submissions:

1. All submissions should be 1.5 spaced. Allow a minimum of 25mm (1”) on left, right, top and bottom margins. All pages should be numbered.

2. Do not use first person, e.g., “I” and “we” and avoid colloquialisms and clichés.
3. All tables and figures need to be numbered and labelled and referred to as such in the text before they appear.
4. You should adopt the [Harvard style of referencing](#), i.e., in text referencing (e.g., Kay, Polonsky and Inglis, 2017). All quotations and references should be properly sourced. Inadequate details of publications and other sources will reduce the assessed grade.
5. The assignment will be assessed as a complete piece, i.e., all members of a group are responsible for its overall quality. Whether you work in a group of two or three members, **ALL** members are responsible for the quality of the entire document.
6. Rewrite until it is clear and interesting. The first draft never works. Proofread to eliminate obvious errors. Even better, ask someone else to proofread. Correctness and accuracy in spelling, syntax, grammar and punctuation are expected at post-graduate level. Readers will think that small errors are due to a lack of care and generalize about your analysis. Errors in the submitted work will reduce the assessed grade.
7. Treat your submission the same way you would treat a professional work submission. Get it in on time, at a level of quality that you would be happy to hand to your boss.
8. Submit WORD doc version of your assignment to Dropbox on the CloudDeakin unit site by uploading it in the Submit Files area of the Dropbox. Well done!!

Notes

- **Penalties for late submission:** The following marking penalties will apply if you submit an assessment task after the due date without an approved extension: 5% will be deducted from available marks for each day up to five days, and work that is submitted more than five days after the due date will not be marked. You will receive 0% for the task. 'Day' means working day for paper submissions and calendar day for electronic submissions. The Unit Chair may refuse to accept a late submission where it is unreasonable or impracticable to assess the task after the due date.
- For more information about academic misconduct, special consideration, extensions, and assessment feedback, please refer to the document ***Your rights and responsibilities as a student in this Unit*** in the first folder next to the Unit Guide of the Resources area in the CloudDeakin unit site.
- ***Building evidence of your experiences, skills and knowledge (Portfolio)*** - Building a portfolio that evidences your skills, knowledge and experience will provide you with a valuable tool to

help you prepare for interviews and to showcase to potential employers. There are a number of tools that you can use to build a portfolio. You are provided with cloud space through OneDrive, or through the Portfolio tool in the Cloud Unit Site, but you can use any storage repository system that you like. Remember that a Portfolio is YOUR tool. You should be able to store your assessment work, reflections, achievements and artefacts in YOUR Portfolio. Once you have completed this assessment piece, add it to your personal Portfolio to use and showcase your learning later, when applying for jobs, or further studies. Curate your work by adding meaningful tags to your artefacts that describe what the artefact represents.