



Strategic Marketing Assignment

You have been accepted onto a (FLDP) within a Large organization. The sole representative from the Marketing Department. 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

prepare a presentation with accompanying notes. 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

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

Task 2

prepare a handout to be used by future participants in the FLDP. on Strategic Marketing; Your contribution to the handout should:

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

Extension activities

you must also analyze the influences on, and the psychology of, consumer behavior.

Task 3

You are required to develop a realistic and workable marketing plan and strategy for a named organization. The choice of organization is important to ensure successful completion of this task. For the selected and named organisation you must:

- Analyze 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 organization using an appropriate format (include KPIs that will support monitoring)
- Develop a risk register and associated contingency plans

Marketing Environment | external environmental analysis |

- Microenvironmental analysis
- | Porter 5 forces |
- Macroenvironment analysis | PESTEL |

business portfolio analysis | internal environmental analysis |

- PLC | product life cycle |
- BCG | Growth share matrix |
- GE analysis

SWOT Analysis | integration of internal and external analyses |