

Group assignment instruction – HI5004 Marketing Management

Assessment Details and Submission Guidelines	
Trimester	T2.2020
Unit Code	HI5004
Unit Title	Marketing Management
Assessment Type	Group report
Assessment Title	Group assignment - Semester-Long Marketing Plan Project
Purpose of the assessment (with ULO Mapping)	This assignment requires your group to undertake the process of analysing one product/service and its operating environments from a marketing perspective. And then apply the learning from lecture 1-11 in the development of marketing strategy. You will provide an overview of this product/service, as well as detail the type of orientation towards marketing it takes. You are also required to examine and analyse the context and environments in which this product/service operates (its industry and the macro-environmental forces impacting on the industry).
Weight	40 % <ul style="list-style-type: none"> - Topic approval: 5% - Blackboard tools: 10% - Group report: 25%
Total Marks	40 marks: <ul style="list-style-type: none"> - Topic approval: 5 marks - Blackboard tools: 10 marks - Group report: 25 marks
Word limit	- Topics approval: 200 words
Due Date	<ul style="list-style-type: none"> - Topic approval: 11pm Friday Week 6 - Discussion Board and BB tools: every week, from week 8 to week 11 - Group report: 11pm Friday Week 11
Submission Guidelines	<ul style="list-style-type: none"> • All work must be submitted on Blackboard by the due date along with a completed Assignment Cover Page. • The assignment must be in MS Word format, no spacing, 12-pt Arial font and 2 cm margins on all four sides of your page with appropriate section headings and page numbers. • Reference sources must be cited in the text of the report, and listed appropriately at the end in a reference list using Harvard referencing style.

Semester-Long Marketing Plan Project (40%=40 marks)

An effective way to help students learn about marketing management is through the actual creation of a marketing plan for a product or service. This project is designed to accomplish such a task.

Students will self-enrol in a group of 4(FOUR) (you can't change the group by any reason) the instruction how to find your group members have been sent to you, please have a look and read it carefully before you make the decision to select the group that you want to join in.

Due date: Students need to self- enrol in a group NO LATER THAN 13th August, 2020.

Each group set up a company and decides on a consumer product or service they wish to bring to market. **It has to be an innovative product/service which has never been in the market before and not belong to any existing company.** You can discuss with your tutor about the product/service that you want to select.

1. Product/service Approval:

Weight: 5 marks = 5 %.

Length: 200 words

- By the end of week 6 (11pm Friday 28th August) group needs to submit the product/service that they will select for the group report
- The proposal includes: Introduction about the product or service. Please be aware about the requirement of the product/service. **It has to be an innovative product/service which has never been in the market before and not belong to any existing company**
- **By the end of week 7, 4th September**, if the product/service is approved, group can select it to do the group report. The approval will be indicated in the feedback to learner box in the proposal submitted
- **By the end of week 7, 4th September**, if the product/service is not approved, zero mark will be given and the coordinator will inform you to select a different product/service. Group has 3 days to select a new product/service. **By the end of 7th September**, the new proposal needs to be resubmitted. The new proposal won't be marked. If the group does not select a different product/service as required, the group report will be marked Zero. The coordinator will inform the group if the new product/service is approved by email

2. Blackboard tools

Weight: 10 marks = 10%

Due date: from week 8 to week 11

In order to get marks:

From week 8 to week 11, all the group members need to use Blackboard tools:

- All the discussion about group assignment needs to be recorded by using Group Blog or Discussion Board tool (Instruction can be found below, for further question, please advise your tutor). The discussion must be relevant to the content of the assignment and reflects the outcome of the group meeting.
- Group needs to use File exchange tools: All the academic papers that are used in the assignment need to be posted on BB by using File Exchange tool (Instruction can be found below, for further question, please advise your tutor). Group needs to submit the Draft for their assignment by using File Exchange tool

If one of the requirements above is not followed, this assessment will be marked ZERO

3. Group Report

Weight: 25 marks = 25%

Word count: 2500 words (+/- 10%) for the report

Due date: 11pm Friday Week 11 for the report.

Requirement:

The report analysis:

- Competitive information
- Environmental scanning.
- Demand forecasted

- Specific market segmentation, targeting, and positioning statements
- Product or service's brand positioning
- Who are the market leaders for their chosen product or service? What niche have they identified for their product/service? Is their product or service going to be a leader, follower, or challenger to well-established products or brands?
- Consumer-adoption process for their new product. How will the consumer learn about their new product and how quickly will they adopt it? Will the product be targeted to the heavy users and early adopters first, then early and late majorities? What is their estimated time for full adoption?
- Pricing strategy decisions for their product/service. Students have addressed all or most of the material concerning pricing covered in week 8.
- Students should be directed to turn in their retailing, wholesaling, and logistical marketing plans. Those students who are acting in the role of providing a new "service" should include here their plans for locations, hours of operations, and how their "service" plans on managing demand and capacity issues.
- The integrated marketing communications mix.
- All the possible communication media (for example, students will tend to concentrate their media on television or on the Internet and include other forms such as personal selling and radio).
- **At least 5 academic references need to be used**

The following is an outline of this process:

Week	Topics	Requirement	Note
1	Marketing for the New Realities		
2	Marketing Strategies and Plans	Groups need to be set up and informed to the lecturers	
3	Marketing Research	Groups need to be set up and informed to the lecturers	
4	Consumer behaviour	Groups need to be set up and informed to the lecturers	
5	Identifying Market Segments and Targets	Groups need to be set up and informed to the lecturers.	
6	Brand Positioning and Brand Equity		Topic approval
7	Product strategy		

8	Pricing strategies and programs		BB Tools
9	Integrated marketing channels and distribution system		BB Tools
10	Integrated Marketing Communications – Part 1 Designing and managing integrated marketing communication		BB Tools
11	Integrated Marketing Communications – Part 2 Managing Mass Communications	<p>Group Report:</p> <p>Weight: 25% = 25 marks.</p> <p>Word count: 2500 words (+/- 10%) for the report</p> <p>Due date: 11pm Friday Week 11 for the report.</p> <p>Requirement:</p> <p>The report analysis:</p> <ul style="list-style-type: none"> - Competitive information - Environmental scanning. - Demand forecasted - Specific market segmentation, targeting, and positioning statements - Product or service’s brand positioning - Who are the market leaders for their chosen product or service? What niche have they identified for their product/service? Is their product or service going to be a leader, follower, or challenger to well-established products or brands? - Consumer-adoption process for their new product. How will the consumer learn about their new product and how quickly will they adopt it? Will the product be 	BB Tools

targeted to the heavy users and early adopters first, then early and late majorities?

What is their estimated time for full adoption?

- Pricing strategy decisions for their product/service. Students have addressed all or most of the material concerning pricing covered in week 8.
- Students should be directed to turn in their retailing, wholesaling, and logistical marketing plans. Those students who are acting in the role of providing a new “service” should include here their plans for locations, hours of operations, and how their “service” plans on managing demand and capacity issues.
- The integrated marketing communications mix.
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- **At least 5 academic references need to be used**

How to do group assignment – Instruction

Group tools

Your instructor chooses which communication and collaboration tools are available to your group. If you want to use a tool but don't find on your group's page, ask your instructor to enable it.

Tool	Description
File Exchange	Group members and instructors can share files in this area. All members can add and delete files, regardless of who added them.
Group Blog	In the group area, all members of a group can create entries for the same blog and build on each entry. All course members can read and comment on a group blog, but they can't make posts unless they are members of the group. Instructors can choose to grade group blogs. All group members receive the same grade.
Group Journal	In the group area, all members of a group can view each other's entries. Only group members and instructors can view a group journal. Instructors can choose to grade group journals. All group members receive the same grade.
Send Email	Group members can email individual members or the entire group.

Exchange files with a group

With file exchange, you can share files with other members of your group, including your instructor.

You can't create folders in file exchange. With your group, decide how you want to name files so that they are easier to locate in a long list.

Add a file to the file exchange

Group Tools > File Exchange > Add File

Add a name for the file you want to upload. Browse for the file and submit.

Delete a file from the file exchange

You can delete any file, even if you didn't upload it. On the File Exchange page, select Delete in the file's menu.

Group Blog

All the group members can discuss about the assignment by using Group Blog. Once you are allocated in a group, you can see this function.

Group > Group Tools > Group Blog > Create Blog Entry

ProQuest

To login

Go to: <http://www.holmes.edu.au/> > Login > Proquest

USERNAME: holmes2004

PASSWORD: holmes

Proquest Tips

Quotation marks (“”) placed around the search terms will ensure only results showing the terms together will be displayed

Tick the “Full text” and “Peer Reviewed” boxes to display results with the PDFs attached and that are from reputable sources

"business ethics"

Full text Peer reviewed Additional limits - Date: Last 3 years [Modify search](#) | [Tips](#)

Related searches [Hide](#) Powered by ProQuest® Smart Search

- [Business ethics](#) [Business ethics AND Ethics](#) [Business ethics AND Social responsibility](#)
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2 Selected items [Clear] [Save to My Research](#) [Email](#) [Print](#) [Cite](#) [Export/Save](#)

Select 1-20 [Brief view](#) | [Detailed view](#)

1 [Business Ethics Should Study Illicit Businesses: To Advance Respect for Human Rights](#) [Preview](#)
Byrne, Edmund F. *Journal of Business Ethics* 103.4 (Nov 2011): 497-509.
... Journal of **Business Ethics** (2011) 103:497509 Springer
...s10551-011-0885-y **Business Ethics** Should Study IllicitBusinesses
...Byrne ABSTRACT. **Business ethics** should include illicit businesses
[Cited by \(6\)](#) [References \(69\)](#)
[Citation/Abstract](#) [Full text - PDF \(164 KB\)](#)

2 [The Influence of Business Ethics Education on Moral Efficacy, Moral Meaningfulness, and Moral Courage: A Quasi-experimental Study](#) [Preview](#)
May, Douglas R; Luth, Matthew T; Schwoerer, Catherine E. *Journal of Business Ethics* 124.1 (Sep 2014): 67-80.
... The Inuence of **Business Ethics** Education on Moral Efcacy, Moral
...extant empirical research on **business ethics** education by examining outcomes
...whether a graduate-level course in **business ethics** could inuence students levels
[Citation/Abstract](#) [Full text - PDF \(319 KB\)](#)

3 ["Is Etiqi"nin Akademik Örüntüsü Nasıl Gelişiyor? Türkiye'deki Akademik Çalışmalar Üzerine Bir Arastırma/How Does the Academic Pattern of Business Ethics Progress? A Study on Academic Studies in Turkey](#) [Preview](#)
Akdeve, Erdal; Köseoğlu, Mehmet Ali. *Sosyoekonomi* 1 (Jan-Jun 2013): 351,353-365,367,369.

Sort results by:
Relevance [Sort](#)

Narrow results by

- Full text
- Peer reviewed
- Source type
 - Scholarly Journals (4461)
 - Conference Papers & Proceedings (78)
 - Trade Journals (33)
 - Reports (20)
 - Magazines (1)
- [More options...](#)
- Publication title

The screenshot shows the ProQuest Business search interface. At the top, there are navigation links for 'Basic Search', 'Advanced', 'Data & Reports', 'Publications', and 'Browse'. The search query is '"business ethics"'. Below the search bar, there are filters for 'Full text', 'Peer reviewed', and 'Additional limits - Date: Last 3 years'. A 'related searches' section is visible, with a 'View All >' link circled in red. A 'Save search query to My Research' pop-up window is open, containing a 'Name your search:' field, an 'Add a note: (optional)' field, and 'Save' and 'Cancel' buttons. The 'Save search' link in the top right of the search results area is also circled in red. The background shows search results for 'Business Ethics' and 'The Influence of Business Ethics Education on Moral Efficacy, Moral Meaningfulness, and Moral Courage: A Quasi-experimental Study'.

Want to save your search to view later? Click the "Save Search" link, which will then lead to a pop-up screen. Name your search, perhaps after your Assignment Topic. You might also add a note to give further information about the search.

Group Report Rubric

Evaluation Criteria	Fail	Pass	Credit	Distinction	High Distinction
Introduction about product/service					
	No information about product/service	Limited information about product/service	Some information about product/service	Clear introduction about product/service	Clear explanation about the motives behind developing your own product/service Clear introduction about product/service
Competitive information 2 marks	Fail 0-0.5	Pass 1	Credit 1.25	Distinction 1.5	High Distinction 1.75-2
	No information about competitors	Limited information about competitors	Some information about competitors	Clear explanation and discussion about competitors	Clear discussion about direct and indirect competitors. Also provide some discussion about competitive theory

Environmental scanning 2 marks	Fail 0-0.5	Pass 1	Credit 1.25	Distinction 1.5	High Distinction 1.75-2
	No information about environmental scanning (PESTEL or SWOT)	Limited information about environmental scanning (PESTEL or SWOT)	Provide some discussion about PESTEL analysis or SWOT	Provide full discussion about PESTEL analysis or SWOT.	Provide full discussion about PESTEL analysis or SWOT. Provide some strategies that help the company deal with Threats and Weaknesses and negative impacts from external environment
Demand forecast 2 marks	Fail 0-0.5	Pass 1	Credit 1.25	Distinction 1.5	High Distinction 1.75-2
	No information about demand forecast	Limited information about demand forecast	Provide some discussion about demand forecast: some models of demand forecast are provided but could not link them with the product/service selected	Provide clear explanation about demand forecast. Provide some data about consumption trend	Provide reasonable reasons why customers are interested in the product/service. Provide consumption trends to predict the future demand for the product/service of their choice

<p>Specific market segmentation, targeting, and positioning statements</p> <p>2 marks</p>	<p>Fail</p> <p>0-0.5</p>	<p>Pass</p> <p>1</p>	<p>Credit</p> <p>1.25</p>	<p>Distinction</p> <p>1.5</p>	<p>High Distinction</p> <p>1.75-2</p>
	<p>No information about market segmentation, targeting, and positioning statements</p>	<p>Limited information about market segmentation, targeting, and positioning statements. For example: only provide the market segmentation theory rather than focusing on their product/service's target customer.</p>	<p>Provide market segmentation, targeting, and positioning statements. However, don't provide the evidence for their choice</p>	<p>Provide market segmentation, targeting, and positioning statements with clear explanation for their choice</p>	<p>Provide market segmentation, targeting, and positioning statements. Provide clear explanation and the link between theories and their choice</p>
<p>Students should be directed to turn in their retailing, wholesaling, and logistical marketing plans. Those students who are acting in the role of providing a new "service" should include here their plans for</p>	<p>Fail</p> <p>0-0.5</p>	<p>Pass</p> <p>1</p>	<p>Credit</p> <p>1.25</p>	<p>Distinction</p> <p>1.5</p>	<p>High Distinction</p> <p>1.75-2</p>
	<p>No information about distribution system</p>	<p>Limited information about distribution system</p>	<p>Answer all the requirement without explanation</p>	<p>Answer all the requirement with brief explanation about their choice</p>	<p>Answer all the requirement with full explanation about their choice</p>

locations, hours of operations, and how their “service” plans on managing demand and capacity issues. 2 marks					
The integrated marketing communications matrix. 5 marks	Fail 0-2	Pass 2.5	Credit 3	Distinction 3.5-4	High Distinction 4.5-5
	No information about integrated marking communications matrix	Limited information about integrated marking communications matrix	Provide the integrated marking communications matrix with some explanation	Clear explanation and discussion about integrated marking communications matrix	Clear explanation and discussion about integrated marking communications matrix Provide good justification about all the tools that they select
All the possible communication media (for example, students will tend to concentrate their media on television or on the Internet and include other forms such as personal selling and radio). 5 marks	Fail 0-2	Pass 2.5	Credit 3	Distinction 3.5-4	High Distinction 4.5-5
	No information about communication media	Limited information about communication media	Provide the selection of communication media with some explanation	Clear explanation and discussion about communication media	Clear explanation and discussion about communication media Provide good justification about all the media channel that they select

Style and referencing 5 marks	Fail 0-2	Pass 2.5	Credit 3	Distinction 3.5-4	High Distinction 4.5-5
Referencing: appropriate references and citations, style	Referencing is unclear.	At least 3 relevant references. Referencing mostly clear but inconsistent.	At least 5 relevant references given, mainly drawn from provided sources e.g lectures. Clear systematic referencing of all sources..	At least 7 relevant references including at least 5 from own research including page no's for all articles	Bibliography includes at least 10 relevant references from good sources i.e. journals rather than popular computing press. Very clearly presented.
Total (out of 25)					