

ASSIGNMENTS AND MARK SCHEMES

MARKETING AND STRATEGY

Marketing and Strategy is a unit that provides all the aspects involved within marketing, including how to understand the market, how to measure success and how to advertise in the 21st century.

ASSIGNMENTS

WEEK 1

AN INTRODUCTION TO MARKETING

Introductory lesson with what marketing is, its purpose and why it's important. The lesson also details what market research is and the role of the designer.

NO SUBMISSION

WEEK 2

THE 5 C'S AND 4 P'S

Guide in helping how marketing models work, why they're used and detailing marketing's '5 C's and 4 P's.

NO SUBMISSION

WEEK 3

CUSTOMER/CONSUMER BEHAVIOUR

Lesson detailing the study of 'Consumer Behaviour', how it works and why it's important within marketing.

NO SUBMISSION

WEEK 4

THE PSYCHOLOGY OF MARKETING

Similar to the previous lesson, detailing the study of 'Behavioural Economics', looking at the essentials and principles within business.

NO SUBMISSION

WEEK 5

BRANDING, POSITIONING AND PRICING

Focusing solely on the importance of branding, branding elements, how a product is positioned in

the market and how pricing will affect customer behaviour.

NO SUBMISSION

WEEK 6

THE PRODUCT LIFE CYCLE MARKETING

Explaining the 'Product Life Cycle' which refers to the 4 distinct stages in a product duration: Introduction, Growth, Maturity and Decline.

NO SUBMISSION

WEEK 7

UNDERSTANDING THE MARKETING STRATEGY/PLAN

Detailing the objectives of a marketing strategy and how it will inform a business' promotion, advertising, and goal for revenue.

NO SUBMISSION

WEEK 8

ADVERTISING IN THE MODERN AGE

Looking at how to make best use of advertising in the digital age, including the benefits and a summary.

NO SUBMISSION

WEEK 9

HOW DO WE MEASURE MARKETING SUCCESS?

An outline of what features marketers will use to measure the success or failure of a business, including the use of 'KPI's and 'Personal Relations'.

NO SUBMISSION

MARK SCHEMES

WEEK 1

N/A

WEEK 2

N/A

WEEK 3

N/A

WEEK 4

N/A

WEEK 5

N/A

WEEK 6

N/A

WEEK 7

N/A

WEEK 8

N/A

WEEK 9

N/A