

Scenario

You are part of Marketing Trooper, a consulting firm that specialise in strategic marketing. You are part of the sales team and you have contacted CraftSupplies, a company specialising in Art and Craft Supplies.

Task 1 of 3 Presentation

Instructions

You have scheduled a presentation meeting with the Board of Director of CraftSupplies. You have set the following topics in your presentation and advised the board that the presentation would not last more than 25 minutes during which you will:

- Explain the role of marketing to an organisation and what the relationship is between marketing strategy and corporate strategy.
- Describe how a marketing strategy can lead to competitive advantages, and the type of competitive positioning an organisation can adopt
- Explain how a marketing strategy is developed.
- Discuss marketing's role in the competitive positioning of the business.
- Evaluate a range of marketing strategies that can contribute to organisation's competitive advantage.

Delivery

- 1x prepared presentation (PPT slides)
- The presentation should come with an executive summary and be supported by PowerPoint

Submission

- 1x PowerPoint slide presentation

Task 2 of 3 Brochure

Instructions

You must also put together a brochure detailing your services as a marketing firm. Your firm's strongest point being market research, your brochure should have 3 sections:

- 1 section covering how internal and external analysis can be used to decide on strategic options
- 1 section covering the different approaches to internal environment analysis
- 1 section covering several approaches to external environment analysis

Please note, although the prices for each internal and external approach should not be included as it would need further discussion, you should make it clear in the brochure that different approaches will be priced at different levels.

Delivery and Submission

- 1x brochure (A4 size / it can be PPT or PDF format)

Task 3 of 3 Individual Blog Entry

Instructions

In addition to your service, your company has its own blog and you have been asked to write an individual blog post. You should read the business section of newspaper and write a blog entry reviewing at least 3 strategic marketing decisions made at corporate level, weighing their pros and cons. You are also asked to evaluate approaches to competitive positioning of businesses. Finally, you should also reflect on how strategic marketing decisions influence marketing at lower levels within the organisations.

Your blog reflection must be backed up by theory which must be appropriately referenced. You can select any topic that you find.

Delivery and Submission

- 1x blog entry

Summative delivery and submission for all tasks together

- Collective assignment totalling 3000 words