

## Assignment Brief

### Strategic Sales and Marketing Management

2017 /  
2018

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<b>Module Title:</b>	Strategic Sales and Marketing Management	<b>Assignment Number:</b>	1 of 2
<b>Module Code:</b>	304SM	<b>Assignment Type:</b>	Sales and Marketing Project 5000 words

<b>DATE SET:</b>	21/06/17	<b>DATE DUE:</b>	30 <sup>th</sup> March 2018 @ 20.00hrs
<b>% of Module Mark</b>	80%		

<b>Module Learning Outcomes</b>	
1.	Critically analyse the changing nature and perceptions of marketing and sales management from a strategic perspective.
2.	Critically assess the structuring of the sales and marketing teams in order to meet strategic sales and marketing objectives
3.	Analyse the challenges in planning and implementing of sales and marketing strategies within contemporary global organisations
4.	Critically assess the importance of strategic relationship of key stakeholders
5.	Evaluate approaches to developing strategic relationships with major clients for mutual benefit.
6.	Evaluate the impact of marketing strategy on overall organisational strategy

## **Assignment Brief**

For a company of your choice critically investigate and comment on how the current sales and marketing strategy drives the overall organisational strategy. Your chosen company *may* require an implementation of a new sales and marketing strategy, identify and justify the new strategy in the report recommendations. The key areas to be addressed in project report are:

1. Critically analyse the changing nature and perceptions of marketing and sales management from a strategic perspective.
2. Critically assess the structuring of the sales and marketing teams in order to meet strategic sales and marketing objectives
3. Analyse the challenges in planning and implementing of sales and marketing strategies within contemporary global organisations
4. Critically assess the importance of strategic relationship of key stakeholders
5. Evaluate approaches to developing strategic relationships with major clients for mutual benefit
6. Evaluate the impact of marketing strategy on overall organisational strategy

## **Required Task**

You are required to write a project report on a sales and marketing strategy in a business sector of your choice.

### **Requirement**

This assignment represents 80% of the overall module marks

You are required to write a report where the word count will be 5000 + / - 10%

You are required to use relevant *literature sources* to support areas of analysis in the project report.

### **Guidance notes and considerations**

Consider and provide industry examples to support your reasoning

Always consider following: What? When? Why? Where? & How? in developing your assignments. These will assist you to analyse, evaluate and reason your points of view. Remember to support your concept / academic argument with an example as it allows the reader to appreciate the rigour and your understanding of the task.

When writing a report, the format normally includes headings and may contain tabulated information. The report normally carries an executive summary and recommendations where as an essay may have a conclusion. An essay is not as structured as a report but both cases there always is a requirement for the argument to flow in a sequential manner.

In all cases the report should be more than descriptive collations of individual submissions or library material (sources should be referenced in detail, notions alone are not acceptable); should illustrate relevant aspects of theory and accepted practices, and demonstrate thoughtful analysis and discussion of key issues. Marks will be lost if the report is poorly presented, structured or written.

**Assignment Brief**

## Criteria for Assessment

### Your Assessors are looking for:

Depth of knowledge and understanding	(30%)
Application of theory/concepts and referencing	(30%)
Critical analysis and evaluation of key similarities and differences	(30%)
Report writing coherence and presentation	(10%)

### Full Marking Scheme:

Marking Scheme (Value 80% of the module grade)					
	Fail	40-49	50-59	60-69	70+
Depth of knowledge <b>(30%)</b>	Very superficial (REFER); Not making sense (FAIL)	Meets all learning outcomes. May be superficial but with some areas of depth.	Good knowledge demonstrated of most of the main areas covered in sessions and exercises.	Very good analysis of knowledge gained to date viewed from different perspectives	Knowledge presented highlights excellent depth and breadth of understating of assignment brief
Application of theory, concepts and referencing <b>(30%)</b>	No (FAIL) or very little (REFER) evidence of application	Small amount of evidence of concepts and theories may be superficial. Will use Harvard in text referencing although developmental points may be highlighted	Several good examples of evidence and theories to support and develop work. Harvard referencing is used, overall good system used	Very good range of theories appropriately included that are relevant and applied well. Good use of Harvard referencing and paraphrasing.	Excellent ranges of theories used to support and inform the report that are relevant and applied well. Very good use of paraphrasing, and Harvard referencing
Critical evaluation of key strengths and weaknesses <b>(30%)</b>	No analysis of any value (FAIL); Little real analysis of similarities or differences (REFER)	Some evaluation with reasonable depth of understanding of key strengths and weaknesses	Some solid and well-founded evaluation highlighting key strengths and weaknesses	Very good understanding and evaluation of theories. Good justification of perspectives used	Excellent evaluation of issues positive and negative from all perspectives that develops to an overall excellent justification
Report writing and presentation of findings, coherence including good use of grammar, tenses, spelling <b>(10%)</b>	Not making sense, very poor use of grammar and spelling (FAIL) Some sense but difficult to follow (REFER)	Good grammar and English. There may be spelling and grammatical mistakes and/or inappropriate use of verbs. Some attempt at report structure.	Good project report structure with good paragraphs and sentence structure. There may be few spelling and grammatical mistakes.	Very good report structure with very good grammar and use of language. Good clarity throughout.	Coherent and fluent report throughout. Excellent report structure. No spelling or grammatical mistakes. Excellent use of academic language throughout.

## **Submission Guidelines**

*This assignment should be submitted via Turnitin on the VLE by 20.00hrs on the hand in date. Not submitting by Turnitin will count as a non submission and you will receive ZERO for this assignment.*

The assignment should be written in

- Ariel 12.
- Double Spaced.
- Justified.
- There should be a title page with your name and student number, the name of the module, the title of the assignment and which number the assignment is (e.g. 1 of 2) and word count.
- In the footer should be the page number, your name and student number

## **Late Submission**

*If you are not able to complete your coursework on time the ONLY way to receive an extension is to apply at the Customer Service Desk on the ground floor. You will need to provide third party evidence to support your reasoning for requiring an extension.*

*Your tutor can NOT approve an extension, if you have not completed the official forms your work will count as not submitted and receive zero.*

## **Plagiarism**

### **Plagiarism – WARNING**

#### **PLEASE READ CAREFULLY**

***“Plagiarism is using the work of other people to gain some form of benefit without formally acknowledging that the work came from someone else” (Open University, 2015).***

It isn't always possible for us to tell the difference between poor academic practice (accidental plagiarism) and deliberate cheating (plagiarism). CUC's stance is that, without evidence proving otherwise, all plagiarism is assumed to be deliberate cheating. This shows how vital it is to develop good academic practice to avoid accusations of plagiarism and any subsequent penalty.

If any assignment is submitted that includes work that is not your own **and you do not indicate this to the marker** (by failing to acknowledge your sources), you are guilty of plagiarism.

This might happen in your coursework when you:

- use a certain sentence or phrase that you have found;
- reproduce text word-for-word directly from a source;
- paraphrase very closely words from a text;
- use downloaded text;

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- copy statistics or assembled facts from another person or source;
- download or borrow pictures, diagrams figures or photographs, but fail to acknowledge your sources;
- use a translation engine or other website that helps you write or re-write your work;
- copy any elements from the coursework or notes of another student;
- borrow from your own notes on a text, tutorial, video or lecture;
- **co-operate with somebody (other than one of your tutors) who helps you to proof-read / write your assignment, or tells you what to write.**

***If you are found guilty of plagiarism, the penalties can be very severe.***

Plagiarism could happen inadvertently, perhaps through inexperience, **but it still counts as plagiarism.**

In short:

- **Listen well to your tutors;**
- **Carefully read all of the study advice, particularly statements concerning plagiarism and how to reference your sources.**