

UNIVERSITY OF
AIMS
AMBITIONS
ACHIEVEMENTS
WESTMINSTER[®]

WESTMINSTER BUSINESS SCHOOL

**Module Title: INTERNATIONAL MARKETING
PLANNING AND STRATEGY**

Module Code: 6MARK003W

Module Status: Core

Host department of the module: Marketing and
Business Strategy

Semester 2, 2017/2018

FIRST ASSIGNMENT BRIEFING

Assignment 1: Individual Report 50% (Specific assessment criteria)

When: Learning week 7 (7 March 2018 online submission).

Individual report (International Marketing Plan)

The first assignment is a report of an international marketing plan. You need to select a company based in the UK and develop an international marketing plan for the next three years for a country and market of your choice.

Important: the company has to be a real one but, due to the complexity for the students to get information, the challenge and other elements of the plan can be fictional and also they can make **assumptions** about figures and other circumstances, but in assumptions are made, this need to be mentioned.

Format:

Written report: the coursework is a 2.000 words (+/- 10%, excluded appendices and references in the word count). Although this report is individual work, students can work in groups for the preparation of the report. Critical thinking should be demonstrated throughout the report and the presentation.

Format: This is a written individual report. Font: Arial 10, 1.5 spaced, text alignment: justified. The report should be concise and professionally written and presented in Report (not Essay).

Structure: The student can choose the structure of the report, but it should, at least, contain: Title page, Executive Summary, Introduction, and Analysis, entry mode strategy, development of the marketing mix, conclusions, recommendations, and reference list.

Title page: with name of the student, date, module name and code, and the name of your seminar leader.

Executive summary: Summarise in bullet points actual key content of the report. This is useful for the busy executive that may not have the time to read the whole report, yet needs to understand its key points by reading the Executive Summary, (no more than half an A4).

Introduction section: should focus on the presentation of the company– brief discussion on company's background, financial performance and marketing activities. It is important in this section a clear description of the international marketing problem or challenge that is going to be addressed with this report. **It should also include a justification of the reasons why**

the company wishes to expand internationally.

Analysis: External Analysis (using appropriate tools and concepts) (Macro and micro environment). Industry structure and Market Analysis (using appropriate tools and concepts). Internal analysis (using appropriate tools and concepts). The analysis should be linked to the following elements of the report.

Entry mode strategy: Outline the entry mode strategy chosen and a justification.

Development of the marketing mix: Describe the main elements of the marketing mix. Students can focus only on a few elements of the marketing mix if this is the nature of the challenge, but this has to be mentioned in the report.

Marketing objectives: Outline your proposed immediate and medium-term marketing objectives (remember that these need to be SMART—specific, measurable, attainable, realistic and timely). In this section students can make assumptions about figures and other circumstances.

Conclusions and recommendations: implementation plan (timely and quantified); specific recommendations with action plan; follow up and control; contingency plans.

Reference list: it is expected to have at least 12 references (but obviously, the quality of the sources is important).

Submission. The report has to be submitted on Turnitin Blackboard. Deadline: 7 March 2018, 13:00hrs.

Coursework written report (50%) Specific marking criteria

GROUP COURSEWORK: _____	
	MARKS
<p>Executive Summary and Introduction to company– brief discussion on company’s background, financial performance and marketing activities.</p> <p>Clear description of the international marketing problem or challenge that is going to be addressed with this report. The introduction section includes a justification of the reasons why the company wishes to expand internationally.</p> <p>There must be proof of materials being researched from relevant materials – From different sources</p>	10%
<p>Extensive Analysis on the followings</p> <ul style="list-style-type: none"> • The “nine strategic windows model” • PESTEL analysis • SWOT analysis • Perceptual map • Hofstede’s model • Analysis of competitors; customers; intermediaries; providers. • Industry structure and Market Analysis (Using appropriate tools and Concepts: Porters’ 5 forces; value chain analysis, etc) • Internal analysis (Using appropriate tools and concepts structure; employees; capabilities; training; ratios; product analysis; product mix; internal market orientation; etc) • Other tools or models that the student want to apply • Summary of Analysis <p>Note: use at least 3 tools (10 marks maximum per each tool well applied)</p>	30%
<p>Entry mode strategy</p> <p>(Detailed description and justification)</p>	20%

Development of the marketing mix: Product/Service, Price, Promotion, Placement.	10%
<p>Marketing Objectives</p> <p>Sales objectives (quantified in pounds) immediate and medium-term marketing objectives (remember that these need to be SMART—specific, measurable, attainable, realistic and timely).</p> <p>Note: students can make assumptions about figures if they don't find enough information. But they need to mention when assumptions are being made.</p>	10%
<p>Conclusion and recommendations (clarity and justification)</p> <ul style="list-style-type: none"> • Implementation Plan (timely and quantified) • Specific recommendations with action plan • Follow up and control • Highlight contingency plans 	10%
<p>Harvard referencing style and written presentation</p> <ul style="list-style-type: none"> • Use of reference, range and quality of sources • Layout and structure, writing style 	10%
Total	100%