

**THE UNIVERSITY OF NORTHAMPTON  
FACULTY OF BUSINESS AND LAW  
MASTER OF BUSINESS ADMINISTRATION**

**MODULE: MKTM028 Strategic Marketing**

**2017-2018**

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<b>Module Code</b> <b>MKTM028</b>	<b>Level</b> <b>7</b>	<b>Credit Value</b> <b>20</b>	<b>UoN Module Leader</b> Dr Stephen Castle
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**Assignment Brief**

<b>Assignment title:</b>	<b>Assignment One MKTM028: PESTEL Analysis</b>
<b>Weighting:</b>	<b>40% of Module Marks</b>
<b>Deadline:</b>	<b>See NILE</b>
<b>Feedback and Grades due:</b>	<b>See NILE</b>
<b>Resit Date</b>	<b>See NILE</b>

## **Purpose of the Assessment**

This assignment has been designed to allow students the opportunity to explore the underlying importance and application of marketing concepts to benefit a given organisation.

## **Assessment Task**

**You must choose one of the two case studies within this assignment brief. Either the 'Drones' or 'Pollution Eating Bikes' (see cases below).**

The company you choose is considering coming to a country of your choice and setting up business. You have been engaged as a management consultant to help advise on this strategic move. As part of your work you are to undertake an analysis of the "external environment" of the country of your choice with regards to the attractiveness of that country to the company. You must choose a country that appears favourable to either the drones, or bike, company (your choice).

Your task within this assignment is to undertake an analysis of any THREE (and only three) components of PESTEL. It is your choice which three elements you investigate.

Your submission must address the following:

***By reference to academic literature and secondary data sources review the complete PESTEL as a strategic marketing tool. Then with reference to secondary data analyse and evaluate the three components, making management recommendations concerning the market attractiveness to support the company's decision to enter the market of your choice. Your data must be made relevant to the company and country.***

You are required to produce a business report that demonstrates your understanding of key aspects of PESTEL analysis. The report should be of relevance to the organisation and be of interest to the Chief Executive (or equivalent). The advice, based on the PESTEL analysis, will be an important contributor in the decision to enter your chosen market.

The report should have:

- an effective Executive Summary
- a sound theoretical and conceptual perspective of PESTEL, containing evidence of critical debate with reference to appropriate academic literature
- sound examination of PESTEL factors that the company will need to consider
- an effective practical foundation, which makes management recommendations.

You MUST NOT contact the company or its employees or agents at all.

Presentation of PESTEL data in Tables will NOT count within the word count. The Executive Summary, Titles and Reference list also do NOT count within the word count.

**Supplementary and Support Information** can be viewed in this video. The information in this video forms an integral part of this assignment brief and is treated as such in assessment, grading and feedback:

[https://northampton.mediaspace.kaltura.com/media/MKTM028+AS1+FeedForward/1\\_2360qkwb](https://northampton.mediaspace.kaltura.com/media/MKTM028+AS1+FeedForward/1_2360qkwb) (10mins), plus supplementary information

[https://northampton.mediaspace.kaltura.com/media/MKTM028+AS1+FeedForward+Supplementary+Info/1\\_t8rdgs7a](https://northampton.mediaspace.kaltura.com/media/MKTM028+AS1+FeedForward+Supplementary+Info/1_t8rdgs7a) (3mins).

### **Assessment Submission**

You must submit your work to the 'Submit your work' area of the Module NILE site. It is important that you submit your work to the correct module NILE site, and that your work is submitted on time by 23.59h (UK local time) of the submission date.

You must submit BOTH a **pdf version and a word doc version** to the correct submission points on NILE. Failure to do so will be penalised by reduction of the grade by 10%.

The work will be submitted in business report format and should be **2000 words, +/- 10%** (excluding Executive Summary, Contents page, titles and references list). University policy regarding the presentation of references must be followed.

Word limits will be inline with Assessment and Feedback policy, which states that where the submission exceeds the stipulated word limit by more than 10%, the submission will only be marked up to and including the additional 10%. Anything over this will not be included in the final grade for the assessment. Abstract, Executive Summary, Bibliography, Reference list, Appendices and Footnotes are excluded from any word limit requirements.

Where a submission is notably under the word limit, the full submission will be marked on the extent to which the requirements of the assessment have been met.

If you have a problem with submitting to NILE email both versions to your local tutor immediately, and certainly before the submission deadline.

### **Academic Practice**

This is an individual assignment. The University of Northampton policy will apply in all cases of copying, plagiarism, academic misrepresentation, or any other methods by which students have obtained (or attempted to obtain) an unfair advantage.

Support and guidance on assessments and academic integrity can be found from the following resources:

**SkillsHub:** <https://skillshub.northampton.ac.uk>

### **Learning& Development:**

[https://nile.northampton.ac.uk/webapps/portal/execute/tabs/tabAction?tab\\_group\\_id=253\\_1](https://nile.northampton.ac.uk/webapps/portal/execute/tabs/tabAction?tab_group_id=253_1)

### **Assessment Support/Feedforward**

Feedforward will be provided through the video links above, workshop activities and/or online Collaborate sessions.

### **Viva Voce**

All students should be prepared to undertake a *viva voce* to support their submission. The University and Module team reserve the right to undertake an oral exam at any time.

### **Extensions**

Timely preparation and submission of assessments is your responsibility. The University of Northampton's general policy with regard to extensions is to be supportive of students who have genuine difficulties, but not against pressures of work that could have reasonably been anticipated. Please refer to Appendix I of the Post Graduate Handbook for advice on extensions.

Extensions will only be given on good grounds, not for poor planning or IT issues. Extensions will NOT be given within 3 days of submission, without very good reason.

### **Mitigating Circumstances**

For guidance on Mitigating circumstances please go to <https://www.northampton.ac.uk/about-us/governance-and-management/university-policies-procedures-and-regulations/> where under Student Issues you will find detailed guidance on the policy as well as guidance and the form for making an application.

Please note, however, that an application to defer an assessment on the grounds of mitigating circumstances should normally be made in advance of the submission deadline or examination date.

### **Late submission of work**

If an item of assessment is submitted late and an extension has not been granted, the following will apply:

Within one week of the original deadline– work will be marked and returned with full feedback, and awarded a maximum bare pass grade of C-.

More than one week from original deadline– maximum grade achievable LG (indicating late no grade).

**Assessment Guidance:** See below.

### **Learning outcomes**

On successful completion of the module, participants will be able to:

#### **Knowledge and Understanding**

- b) Critically select and apply relevant marketing theories, conceptual models and frameworks in the development of marketing strategies within a dynamic business environment to produce superior marketplace performance.
- c) Demonstrate knowledge applied to evaluate marketing practice in relation to the cross-functional aspects of business & management with the goal of enhancing long-term shareholder value

#### **Subject Specific skills**

- d) Synthesise complex organisational based information, together with dynamic external data into effective marketing lead strategies.

## **Key Skills**

- f) Make discriminating use of a range of learning resources in order to solve organisational marketing related problems
- g) Communicate the solutions arrived at, and the thinking underlying them, in verbal and written form.

## **Assessment criteria**

Please consult the Assessment Matters section of the Common Academic Framework - Student Guide for information on the general grading criteria.

In order to gain a good pass for this assignment at this level students are expected to pay attention to the following generic grading criteria.

The actual grading criteria against which the submission will be judged are shown on pages 8 & 9:

### GENERIC GRADE CRITERIA

These are the criteria required to achieve each classification at:

#### Level 7

An outstanding Distinction	A+	Work which fulfils all the criteria of the grade below, but at an <b>exceptional</b> standard
A very strong Distinction	A	Work of <b>distinguished</b> quality which is evidenced by an authoritative comprehensive, detailed and systematic knowledge base and understanding for specialised area of study. A key feature will be the ability to work with creativity and originality using knowledge and insights at the forefront of the area of study. There will be a confident grasp of disciplinary methodologies for the discipline/area of study which will be consistently reflected in both own research and advanced scholarship, effectively integrating advanced skills of analysis, synthesis, evaluation and application on a firm foundation of critical facility. Work will be characterised by strong technical expertise to high professional standards, and there will be sustained evidence of confident, autonomous operation and judgment in complex and unpredictable professional situations both in relation to working with others and in relation to own functioning. Self-direction, creativity, practical understanding will be combined to demonstrate the qualities expected of an effective self critical independent learner exercising excellent measured judgment, and will be a consistent feature of work.
A clear Distinction	A-	Work of <b>very good</b> quality which displays most but not all of the criteria for the grade above.
An outstanding merit	B+	Work of highly commendable quality which clearly fulfils the criteria for the grade below, but shows a <b>greater degree of capability</b> in relevant advanced intellectual or specialised skills.
A very strong Merit	B	Work of <b>commendable</b> quality demonstrating a detailed and systematic knowledge base and understanding in specialised areas, informed by critical awareness of current issues, research based/theoretical insights at the forefront of the area of study. This will be supplemented by a good comprehensive understanding of disciplinary methodologies relevant to own research or advanced scholarship, which will be reflected in work which integrates skills of advanced analysis, synthesis, evaluation and application with critical awareness. There will be some evidence of originality in application of skills/knowledge, underpinned by good technical expertise which permits confident, autonomous operation in a range of complex and unpredictable professional situations. The ability to work autonomously, as a self critical independent learner exercising good and considered judgment, will be a consistent feature of work.
A Merit	B-	Work of <b>good</b> quality which contains most, but not all of the characteristics of the grade above.

An Outstanding Pass	C+	Work which clearly fulfils the criteria for the grade below, but shows a <b>greater degree of capability</b> in relevant advanced intellectual or specialised skills.
A Very Good Pass	C	Work of <b>capable</b> quality which clearly demonstrates a systematic understanding of knowledge in specialised areas and a critical awareness of current issues, research based/theoretical knowledge at the forefront of the area of study, together with a sound understanding of methodologies applicable to own research or advanced scholarship. There may be limitations to the application of this knowledge and/or conceptual understanding of advanced scholarship, but there will be evidence of critical awareness in relation to analysis, synthesis, evaluation and application. The ability to exercise initiative as an independent and self critical learner in complex and unpredictable professional contexts will be demonstrated, as will threshold levels of technical expertise, although the scope of expertise may be limited.
A Pass	C-	Work of satisfactory quality which contains most, but not all of the characteristics of the grade above.
Fail	F+	Work which indicates <b>some evidence of a systematic, coherent and analytical engagement</b> with key aspects of the field of study, including familiarity with current scholarship, and evidence of ability to utilise specialised skills, but which also contains significant limitations.
	F	Work that <b>falls well short of the threshold standards</b> in relation to one or more of knowledge, intellectual, subject based or key skills at this level.
	F-	Work of <b>poor quality</b> which is based on only minimal understanding, application or effort. It will offer only very limited evidence of familiarity with knowledge or skills appropriate to the field of study at this level.
	AG	Work submitted but academic misconduct proven and penalty given was to award AG grade
	LG	Work submitted but given an LG grade due to late submission
	NG	Work submitted but work comprises no value
	G	Nothing presented

### Grading / feedback guidance

The table on the following pages serves as the specific grading guide to assist you in preparing, structuring, presenting and evaluating your own work. Tutor feedback will also include specific remarks on strengths and aspects for improvement as well as overall comments on the assignment as a whole.

**ASSESSMENT CRITERIA FOR MKTM028 – AS1 PESTEL**

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Weak</b>	<b>Very Weak</b>
Structure & clarity of expression  10%	A polished and coherent structure. Thoughts & ideas are expressed clearly and focused on the purpose of the task. Fluent academic style.	Presentation carefully and logically organised. Thoughts and ideas expressed with clarity and focus.	Presentation and organisation satisfactory. Language mainly fluent though some proof-reading required.	Presentation shows attempt to organise. Language not always fluent. Needs thorough proof-reading.	Disorganised and unclear, the assignment is poorly presented and inadequately structured.
Reading / research & referencing  15%	Excellent range of relevant sources has been used to inform the piece, with clear evidence that the credibility of sources has been considered. Referencing is in accordance with the UoN Harvard format.	Good range of sources used to inform the piece. There is evidence that the credibility of sources has been considered. Referencing is in accordance with the UoN Harvard format	Sound range of sources has been used, although evaluation of these is more limited. Referencing has errors in the UoN Harvard format.	Limited range of sources used to inform the piece, with little evidence of evaluation. Referencing has major errors. Application of the findings to the topic is limited.	Very limited range of sources has been used, many of which are not credible. No effort at evaluation of sources. Referencing is inadequate.
Knowledge and understanding (K&U)  20%	Excellent use is made of relevant marketing theory to structure and inform the piece. Clear understanding is evident in the way marketing theory is employed and explored.	Good use is made of relevant marketing theory to structure and inform the piece. Clear understanding is evident in the way marketing theory is employed and explored.	Sound use is made of relevant marketing theory to structure and inform the piece. Application of marketing theory demonstrates a reasonable level of understanding.	Limited use is made of relevant marketing theory to structure and inform the piece. Application of marketing theory shows deficiencies in understanding.	The submission fails to meet the required standard due to significant content omissions and lack of understanding.



Analysis / evaluation (A&E)  30%	Highly analytical approach. Excellent use is made of relevant theory to inform and facilitate a robust evaluation of PESTEL as a strategic marketing tool.	An analytical approach is evident. Good use is made of relevant theory to inform and facilitate evaluation of PESTEL as a strategic marketing tool.	There is sound evidence of an analytical approach, although with a fair degree of descriptive work. Marketing theory is employed, but there are limitations in the degree of evaluation of PESTEL as a strategic marketing tool.	The submission is largely descriptive, although with some evidence of analytical and evaluative work of PESTEL as a strategic marketing tool.	There is an inadequate level of analytical and evaluative work. The submission is highly descriptive with insufficient application of PESTEL as a strategic marketing tool.
	An excellent Executive Summary is presented	A good attempt is made at an Executive Summary	An attempt is made at an Executive Summary	A poor attempt at an Executive Summary	An Executive Summary is missing or inadequate
	Recommendations are succinct, actionable, and arise from text	A good attempt is made on the recommendations	An attempt is made on the recommendations	A weak attempt is made on the recommendations	Recommendations are missing or inadequate
Application to industry  25%	The findings, data, considerations and analysis are fully applied to the organisation, with a balanced consideration of the three PESTEL elements. The report would be beneficial to the organisation.	The findings, data, considerations and analysis are well applied to the organisation, with three PESTEL elements well considered. The report would be beneficial to the organisation with further work.	There is effort to apply the findings, data, considerations and analysis to the chosen organisation. Three elements of PESTEL are considered. The report would be of some benefit to the organisation.	There is limited effort to apply the findings, data, considerations and analysis to the chosen organisation, OR all six elements of PESTEL are considered. The report would be of limited benefit to the organisation.	There is no, or poor, application of the findings, data, considerations and analysis to the chosen organisation. The report would be of no/little benefit to the organisation.

# Drone delivery in UAE coming soon

**Khaleej Times**

Waheed Abbas/Dubai  
Filed on July 26, 2017



Space Autonomous Drones to introduce world's most advanced, sophisticated technologies to the UAE's skies

Deliveries by drones are expected to become a reality in Dubai from first quarter of 2018 which will cost nearly 30-40 per cent less than the traditional delivery mechanisms.

During the initial phase, the deliveries will be made in specific areas like Emirates Hills, The Meadows, The Springs, The Greens, Jumeirah and Umm Suqeim and the will be expanded to a wide range of customers to ship goods and products weighing 5kg or less to locations across Dubai.

Mohammed Johmani, CEO of Eniverse Technologies, expects his company to start operations from March 2018, depending on the approval from the government which has been initiated and is expected to take from six to 12 months.

"We shall start with five drones and increase it to 100 by 2022. We are talking with two major entities in the UAE to start using our services. This is futuristic project and it hard to test the demand, as we will be the first movers in the UAE market and one of the few globally," he told Khaleej Times in an interview.

He revealed that drone deliveries would be cheaper by 30 to 40 per cent compared to traditional delivery avenues and anything weighing above 5kg will not delivered.

A Strategy& report released earlier this week projected the GCC drone market to reach Dh5.5 billion (\$1.5 billion) by 2022 with most of investment going into oil and gas sector at \$633 million. Transport and logistics sector will see an investment of \$20 million, Strategy& added.

The UAE's General Civil Aviation Authority has been working to establish a drone traffic control centre as of November 2016.

Dubai has been taking the lead in using drones for the deliveries of goods as different public entities are experimenting with deploying the drones to use this cost-effective measure.

Governmental entities such as Dubai's Roads and Transport Authority (RTA) and Dubai Future Accelerator are conducting the trials for deliveries using drones in the coming month. RTA tested an autonomous air taxi in June 2017 and is expected to start trial operations in the fourth quarter of 2017.

Ride hailing app Uber announced in April that it plans to roll out a network of flying cars in Dubai by 2020.

Firas Alfanneh, Data Center Group Sales Director, METAR, said the UAE is really leading the region in terms of technology innovations and "we have seen a lot of announcements like the usage of drones by fire fighters and deploying equipments to their desired destinations."

Eniverse Technologies has joined hands with San Francisco-based Skycart for the delivery of drones.

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Dr Stephen Castle  
Dubai July 20<sup>th</sup> 2017

# Clean the air as you ride on pollution-eating bikes

Katie Gibbons

July 7 2017, The Times, London



Bikes emitting clean air are being developed in Beijing as part of a global push against pollution

Bicycles that absorb pollution and pump out clean air while you pedal could soon be seen on British streets.

The bikes, being developed in Beijing, are part of a global project to clean up the most-polluted cities.

Daan Roosegaarde, a Dutch designer and artist, has signed a partnership with a Chinese bike-sharing startup to progress the anti-pollution invention.

He was behind the Smog Free Tower in the Chinese capital, a seven-metre construction that sucks in dirty air like a giant vacuum cleaner. Ion technology then filters it, before returning bubbles of clean air through the tower's vents.

Levels of pollution in London surpassed Beijing this year, hitting a peak of 197 micrograms per cubic metre for particulate matter on the air quality index in January and prompting the highest pollution alert in the capital.

Mr Roosegaarde's innovative bikes inhale polluted air, clean it and release clean air around the cyclist. He says that the prototype will be available by the end of the year.

They are being developed in partnership with Ofo, known as China's "Uber for bicycles", which has an estimated three million daily users across China. It launched in Cambridge earlier this year. "We are redefining beauty and lifestyle," Mr Roosegaarde told *The Times*. "Beauty is not about the latest Ferrari, it is about clean air. The bikes will be cheap and easy to make; the concept is simple and needs to be available to everyone."

"Next year we are launching the smog-free project in Delhi and plan to expand across Europe after that. London would benefit hugely from these bikes — walking down Oxford Street is the equivalent of smoking more than a dozen cigarettes, but without the pleasure."

The bikes feature a front rack-mounted module that takes in air, which is then processed by an internal filter that reduces the carbon content. Clean air is pumped out in the direction of the cyclist so they are not inhaling polluted air as they ride.

Mr Roosegaarde said: "It is important that we are launching this in Beijing — we are bringing the bicycle back to the city. It used to be such a big part of the culture but about 15 years ago it disappeared as everyone wanted cars.

"Now when my Chinese friends see pictures of our prime minister Mark Rutte riding to parliament on a bike they ask, 'Is he poor, can he not afford a car?' I hope in 20 years we will have cities where smog-free projects are no longer needed, that riding a bike is part of life.

"What we are doing here is combining creativity and new technology to create a new and beautiful world. It's like that quote, 'There are no passengers on spaceship earth. We are all crew.' We are all responsible for making air clean. I cannot write a law but I can make designs."

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Dr Stephen Castle  
8<sup>th</sup> July 2017 Northampton