**Principles of Marketing MS40041**

**Assessment 1** - Group Presentation

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| **OBC Module Leader:**  | **Uzair Omerdeen** |
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| **Group Presentation Time** | 20 minutes (5minutes per student) |
| **Weighting:**  | 50% |
| **Numbers in a Group** | 4 |
| **Number of Slides**  | 12 to 15 **PPT Slides** |
| **Turnitin Submission Deadline:**  | **27th of March 2023**  |

The submission is through the Turnitin link provided in the UWL Blackboard.

The group leader is responsible for final submission on the Turnitin link and all the group members’ full names should be included in the cover page.

**Assessment Task:**

In this **project, your group** is expected to undertake an **environmental analysis of an organisation of your choice in any industry making use of the relevant models and frameworks**. Your presentation should identify the **current position of the organisations in relation to their competitors and the key issues** that is impacting on the said organisation. Please **discuss your selected organisation with your tutor as early as possible to make sure that you are on the right path.**

**The presentation** **(maximum 20 minutes/5 minutes per student)** will provide the highlights of your group project. Groups will be randomly chosen by your tutor to present. The sequence of presentations will be announced one week in advance. Please note: **no marks will be given to a student if they are not present with their group on their scheduled presentation time slot.**

**Harvard Style referencing** must be used in the body of the report and in the bibliography. Further information can be found in the electronic library through this link:<http://www.uwl.ac.uk/library/finding-and-using-information/referencing/harvard-referencing-guide>

**The presentation should be submitted by the group leader on behalf of the group via Turnitin before the submission deadline.**

**The presentation Slides to include**

* + Name, surname, email address and ID number **of each student presenting**
	+ Date submitted
	+ The course names
	+ Title of the assignment

## Assessment 1 Marking Criteria:

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| Assessment criteria  |  Maximum Marks  |
| **Introduction and Background**  | 10% |
| **Environmental Analysis** (Macro –Micro)  | 20% |
| **SOWT analysis** **Summary of the issues** | 15% |
| **Market Research**  Secondary data collection (linked to the issues) is required. (No need of primary data collection) | 15% |
| **Conclusion and Recommendations**– Recommendation should be based on issues being considered as weakness and threats identified in the SWOT analysis  | 20% |
| Presentation style and format, Professionalism, and contribution to the group work  | 20% |

**Essential Reading:**

*Principles of Marketing*by Kotler and Armstrong