

ASSESSMENT GUIDE

MKTG207: Marketing Toolkit, Semester 1, 2022

**Written
Research Report**

Assessment number: 3

Assessment Artefact: Report (Marketing Intelligence Report)

Weighting: 50%

Why this assessment?

- To assist you to understand how the marketing mix elements are used, and to identify the gaps in the marketing strategy, where the company would benefit from further information
- To assist you to learn the art of writing a research brief to address a typical marketing management problem to enhance your future career as both a Marketing Manager and a

What are the types of employability skills that I will acquire upon completion of this assessment?

Skill Type	
Developed critical and analytical thinking	<input checked="" type="checkbox"/>
Developed ability to solve complex problems	<input checked="" type="checkbox"/>
Developed ability to work effectively with others	<input type="checkbox"/>
Developed confidence to learn independently	<input type="checkbox"/>
Developed written communication skills	<input checked="" type="checkbox"/>
Developed spoken communication skills	<input type="checkbox"/>
Developed knowledge in the field of study	<input checked="" type="checkbox"/>
Developed work-related knowledge and skills	<input checked="" type="checkbox"/>
Develop effective research skills	<input checked="" type="checkbox"/>

Assessment Overview: Marketing Research Brief

Purpose: To assist you in learning the art of writing a marketing intelligence report to address a typical marketing management problem. By critically analysing an existing marketing campaign you will also be able to identify the gaps in the marketing strategy where the company would benefit from further information. This assessment is designed to enhance your future career as both a Marketing Manager and a Marketing Consultant. Note that this is an individual assessment.

Due date:	4/11/2022 16:00
Weighting:	50%
Length and/or format:	2000 words, Arial or Times New Roman, Font 12 and 1.5 line spacing
Learning outcomes assessed	LO3, LO4
Graduate attributes assessed	GA2, GA5, GA8
How to submit:	Turnitin on the unit's LEO page
Return of assignment:	After final results are published by the University
Assessment criteria:	Rubric: see end of document

Context

Congratulations! After your job search you have been successful in being appointed as a marketing analyst for our client. In this role you are part of a team responsible for reviewing and monitoring our client's marketing assets, activations, campaigns, and activities.

In your new role they have asked for you to produce a follow up a market intelligence report. In the first part of the report, you need to conduct a critical analysis of one of our client's marketing activities from a consumer perspective. To do this you will choose a product/service category within their suite of products rather than undertake an overarching review of our client's brand.

Then in the second part of your report, you are select one problem/issue identified in your analysis and build out a proposed research plan.

Please note that in this role you are analysing the organisation's marketing approach and marketing materials from the perspective of the market not the company and then providing a relevant research design.

This also means that you will rely only on public information such as the client's website, industry reports and news articles. You will not approach the company or individuals within the company for an internal perspective or "insider information" as this sort of information does not meet the brief of the assignment and may adversely impact on your marks.

Instructions

This is an individual assessment.

Your required to write a marketing intelligence report. Students would be required to critique the marketing approach adopted by the client respect to its products, pricing, distribution, and communication. The outcome is to identify gaps in the marketing strategy where the company would benefit from further information. You will then be required to present a research proposal that would assist them in addressing one of the shortcomings of client's marketing practices as identified.

Please used the prescribed structure below.

Structure

Executive Summary	One page summary of the contents of your report. Please note that this is not an introduction, but a summary of your entire assessment. <i>Not included in the word count</i>
Introduction	Provide a brief introduction for your research brief. <i>Not included in the word count</i>
Section One – Marketing Mix Analysis	
Synopsis of Campaign	Provide a synopsis of the selected marketing strategy. What is the product or service being marketed? Who is the target market/audience? What are the perceived goals and objectives? Full marketing strategy overview is to be placed in the appendix of the report. <i>Estimated word count - 100 words</i>

Current Market Approach	<p>Identify the current market approach.</p> <p>What is the marketing orientation? Provided evidence and justify?</p> <p><i>Estimated word count - 100 words</i></p>
Market Position (incl. perceptual map)	<p>Identify the current market position in respect to the product and service you are investigating.</p> <p>Who are the competitors? What are the similarities and difference of their product lines?</p> <p><i>Estimated word count - 150 words</i></p>
Segmentation Strategy	<p>Provide a high level of the segments and strategy, using demographics, geographics, psychographics, and behavioural indicators.</p> <p>What is the client's current segmentation strategy? How many segments do they currently have? What is the specific segment that is related the product and services you are investigating?</p> <p><i>Estimated word count - 150 words</i></p>
Marketing Mix Elements	<p>Using either the 4Ps or 7Ps of marketing, critically assess the client's marketing elements for your selected product/service.</p> <p>Please provide a full description of elements in the appendix.</p> <p><i>Estimated word count - 350 words</i></p>
Marketing Mix Gaps	<p>State the gaps in the marketing mix derived from your critical analysis and provided justification. Identify what further research is required and provide a rationale.</p> <p><i>Estimated word count - 250 words</i></p>
Section Two – Market Research Proposal	
Purpose of the proposed research brief	<p>State the purpose of this research brief. Justify why investing in this research will be beneficial to the client's marketing approach.</p> <p>Provide a statement of objectives for your proposed research project.</p> <p><i>Estimated word count - 150 words</i></p>

<p>Ethical Consideration</p>	<p>State both the procedural and ethical considerations that are relevant to this research brief. Please consider the impact on society and the community.</p> <p><i>Estimated word count - 150 words</i></p>
<p>Targeted population and sample size</p>	<p>Propose your target population for the research study and provide justification on your selection.</p> <p>In addition, state your sample size and state your reasoning.</p> <p><i>Estimated word count - 250 words</i></p>
<p>Sample design and data collection method</p>	<p>State the sample design you are to use. For example, non-probability or probability sampling.</p> <p>What method of collection will you be using? Qualitative, Quantitative, or a Mix-Method Approach.</p> <p>State your collection methods i.e., focus groups, semi-structure interviews, questionnaires, surveys etc</p> <p>Justify the sample design and method with valid references.</p> <p><i>Estimated word count - 300 words</i></p>
<p>Research schedule & estimated cost</p>	<p>Estimate a timeline for your research. Please consider the entire process. For example, the development of research instrument, collecting data in field, analysing raw data, developing insights, and publishing results.</p> <p>Provide a Gantt Chart depicting the timeline activities in your appendices.</p> <p>Provide a budget summary of all associated costs in running a research project.</p> <p><i>Estimated word count - 150 words</i></p>

References	Reference list must be between 10 and 15. References should be from peer reviewed journals and no older than 2 to 5 years
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How do I submit?

- Submit your assessment under the Examination Portal on LEO.
- Please include your student ID number and your name in the assignment file name.
- Submit one soft copy via LEO (the link should be provided by the exams office on LEO). Please ensure you save a copy of your document before submitting it.
- Include the checklist below in your assessment document
- You must keep a backup copy of every assignment you submit, until the marked assignment has been returned to you. In the unlikely event that one of your assignments is misplaced, you will need to submit your backup copy.
- Any work you submit may be checked by electronic or other means for the purposes of detecting collusion and/or plagiarism.

Checklist for students to submit along with their assignment

I have included references using specified referencing style	<input type="checkbox"/>
I have formatted my report as per the specifications	<input type="checkbox"/>
I have checked my Turnitin report to ensure the similarity report is acceptable and explainable	<input type="checkbox"/>
I will be able to supply the process output, if required by my lecturer to prove this is my ownwork (e.g., screen dump of my search and retrieval of journal articles, etc.)	<input type="checkbox"/>
I have completed proof reading and checked for spelling and grammar	<input type="checkbox"/>
I have submitted my work before the due date/time	<input type="checkbox"/>
I have submitted feed forward template along with my assignment submission	<input type="checkbox"/>

Note

This is a task for any instance of follow-on assignment (assessment 2 and 3). This must be submitted as the first page of the follow-on assignment (assessment 2 and 3) to ensure you acted on the feedback provided to you in the previous assignment. (this is not counted as part of the assessment word count)

How did you act on the feedback?

Feedback is an important component of learning. Please consider the feedback you received in your last assignment and provide a response on how you acted on, or intend to act upon, that feedback, and how it has informed the current assignment task. Submit this sheet along with your assignment.

EXAMPLE QUESTIONS

ACTION PLAN AND FEEDBACK RECOMMENDATION (WHAT I LEARNT FROM THE FEEDBACK ON FEEDBACK)

Based on previous assignment feedback, briefly describe how you acted on the feedback to improve your work in this assignment?

(e.g. based on my previous feedback, I made sure that I supported my discussion, position, ideas, concepts with peer reviewed journal references in this assignment)

Briefly describe what is your expectation around the type of feedback that enhances your learning.

(e.g. I want to know where I made a mistake and how I can correct them and not make the same mistake again i.e. I want specific feedback that will help me to improve my learning and performance in the next assignment)

Did you have any difficulty understanding or acting on previous feedback? Please be as specific as possible so that you can gain further feedback/clarify anything you do not understand in the feedback

(e.g. feedback provided in my previous assignment was very generic I did not know how to improve my work. So, I would like the teacher to explain more on **xxxx** aspects of the feedback or I would like an opportunity to have a dialogue to understand the feedback)

Some Helpful Websites and Resources

<https://www.business.gov.au/Planning/Business-plans/How-to-write-your-marketing-plan>

<https://www.abs.gov.au/>

<https://emarsys.com/learn/blog/4-ps-of-marketing-importance/>

<https://www.purelybranded.com/insights/the-four-ps-of-marketing/>

[Developing marketing research proposal](#)

[Marketing research brief](#)

[Australian survey research](#)

Refer to further information on LEO

Who can help me?

Academic skills Unit (ASU): <https://www.acu.edu.au/student-life/student-services/academic-skills-development/academic-skills-unit>

Post a question to the LEO discussion forum

Seek a consultation with Alexander Campbell the National Lecturer in Charge.
Email: alexander.campbell@acu.edu.au

I'm having problems

SC: [Application for Special Consideration](#) Complete this form if you wish to be exempted from academic penalty because your study has been affected by unforeseen circumstances.

EX: [Application for extension of time for submission of an Assessment Task](#) Complete this form if you wish to apply for extension of time for submission of this Assessment Task.

Referencing

All referencing should be in [ACU Harvard style](#); however if you are coming from another faculty, you may choose to use your usual referencing style. If this is the case you must indicate at the top of your reference list what referencing style you are using (e.g. APA, MLA, Chicago, etc).

Please ensure your assignment makes use of in-text citations and a reference list. Missing citations or references is equivalent to plagiarism.

Criteria

The full criteria is compiled in a rubric, which can be found on the following page/s.

Rubric for marketing intelligence report 50%

Relevant LO/GAs	Criterion (related to a single GA from the related LO – one GA per criterion)	Does not meet expectations	Meets expectations		Exceeds expectations	
		NN (0-49)	PA (50-64)	CR (65-74)	DI (75-84)	HD (85-100)
GA5 LO3 Weight = 2 marks TL= 2 Learning stage = A	Outline the Executive Summary and Introduction with relevant information	Little or no attempt to summarise key information in the introduction; information is not tailored towards the marketing intelligence report. No clear outline of the document structure. Executive summary is limited or not included	Attempts to provide a summary of the document within the executive summary; Introduction shows some outlined information and somewhat tailored to the market intelligence report.	Summaries some but not all elements of the document within the executive summary; information in the introduction is generally appropriate for the market intelligence report and outlines the document structure.	Accurately summarises many important elements of the document within the executive summary; information is appropriate for the market intelligence report and clearly outlines the document structure.	Accurately summarises all important elements of the document within the executive summary; induction information is extremely appropriate for the market intelligence report and outlines the document structure to an exemplary level.
GA5 LO3 Weight marks = 6 TL= 4 Learning stage = D	Identify and analyse the client's current market approach, position, and segmentation strategy	Little or no relevant analysis on the current market approach, position, and segmentation strategy	Adequate analysis on the current market approach, position, and segmentation strategy but at times vague in the analysis	Appropriate analysis on the current market approach, position, and segmentation strategy	Comprehensive analysis on the current market approach, position, and segmentation strategy	Sophisticated analysis on the current market approach, position, and segmentation strategy
GA4 LO2 Weight marks = 6 TL= 4 Learning stage = D	Identify and justify relevant elements of the marketing mix & critically analyse each chosen marketing mix element in the selected product/service	Little or no relevant justification and analysis on marketing mix elements	Adequate justification and analysis on marketing mix elements. However, could provide a more decisive rationale for justification	Appropriate justification and analysis on marketing mix elements	Comprehensive justification and analysis of individual marketing mix elements	Sophisticated justification and analysis on marketing mix elements
GA8 LO4 Weight marks = 8 TL= 4 Learning stage	Identify and justify the gaps in the client's marketing strategy (marketing mix) supported by data	Little or no gaps have been identified and justified	Adequate identification and justification of gaps, but at times vague in the analysis	Appropriate identification and justification of gaps	Comprehensive identification and justification of gaps	Sophisticated identification and justification of gaps

<p>GA5 LO4</p> <p>Weight marks = 6</p> <p>TL= 4</p> <p>Learning stage = D</p>	<p>Examine and use the processes of market research in Problem Identification</p>	<p>The problem identification was poor and was not relevant to the client's current marketing approach and did not address identified issues from the previous assessment.</p>	<p>The problem identification was adequate and was somewhat relevant to the client's current marketing approach and partially identified issues from the previous assessment.</p>	<p>The problem identification was appropriate and was relevant to the client's current marketing approach and moderately identified issues from the previous assessment.</p>	<p>The problem identification was excellent and was relevant to the client's current marketing approach and comprehensively identified issues from the previous assessment.</p>	<p>The problem identification was at an exemplary level and was extremely relevant to the client's current marketing approach and issues identified from the previous assessment was significant.</p>
<p>GA2 LO3</p> <p>Weight marks = 8</p> <p>TL= 2</p> <p>Learning stage = A</p>	<p>Explain Ethical Consideration</p>	<p>Lack of criticality or balanced consideration when explaining ethical issues in relation to the sample design, collection, and research method.</p>	<p>Somewhat explains the ethical dilemmas regarding the sample design, collection, and research method. Some critical thinking about ethics is present even if meaning and/or balance not always clear.</p>	<p>Appropriate explanation of ethical issues in relation to the sample design, collection, and research method. Demonstrates adequate critical thinking and a balanced consideration of ethics is present and clearly communicated.</p>	<p>Comprehensive explanation of ethical issues in relation to the sample design, collection, and research method. Critical thinking and balanced consideration of ethics is present and clearly communicated.</p>	<p>Excellent and insightful explanation of ethical issues in relation to the sample design, collection, and research method. Sophisticated critical thinking demonstrated, and a balanced consideration of ethics is present and clearly communicated.</p>
<p>GA5 LO4</p> <p>Weight = 8 marks</p> <p>TL= 3</p> <p>Learning stage = D</p>	<p>Discuss and apply Research Design tools</p>	<p>Limited or no clear development of the research design, sample design, and data collection methods.</p>	<p>Basic development of research design, sample design, and data collection methods.</p>	<p>Reasonable development of the research design, sample design, and data collection methods.</p>	<p>Thorough development of the research design, sample design, and data collection methods.</p>	<p>Comprehensive development of the research design, sample design, and data collection methods.</p>
<p>GA8 LO4</p> <p>Weight = 4 marks</p> <p>TL= 3</p> <p>Learning stage = D</p>	<p>Use Research Schedule & Estimated Costs for decision making</p>	<p>Limited or no development of a research schedule or an estimate of costs.</p>	<p>Basic coverage of the estimated costs and attempts to develop a research schedule.</p>	<p>Sound coverage of the estimated costs and attempts to provide a develop a research schedule.</p>	<p>Excellent coverage of the estimated costs and develops a significant research schedule.</p>	<p>Comprehensive coverage of the estimated costs and develops an exemplary research schedule.</p>
<p>GA5 LO3</p> <p>Weight = 2 marks</p> <p>TL= 2</p> <p>Learning stage = A</p>	<p>Conclusion & Recommendations</p>	<p>Very limited or no attempt to create and construct a conclusion and recommendations. There is little or no attempt to link to the key points of the research brief.</p>	<p>Attempts to identify and create and construct a conclusion and recommendations. There are limited links to the key points of the research brief.</p>	<p>Appropriate recommendations were created along with a suitably constructed conclusion with some links to key points of the research brief.</p>	<p>Insightful recommendations were created along with a strongly constructed conclusion with some links to key points of the research brief.</p>	<p>Highly insightful recommendations were created using logical, reasoned, and informed judgements. Well-constructed conclusion which clearly ties to the</p>