Choose an organization and evaluate ways in which changes within the global economy might impact upon marketing strategies and activities.

Assessment guidelines:

1. Within a potential future economic scenario, critically evaluate the company’s strategies for sustainable competitive advantage, segmentation (including targeting and positioning) and branding
2. Using the same future economic scenario, critically evaluate the potential impact of the company’s strategies on customer behaviour
3. Identify and critically assess opportunities for growth within the organisation’s

MACRO environments

1. Make clear links to the marketing theory that underpins your work
2. Write a logical, well-presented and accurately referenced piece of work

Key sections with suggestions as to word count:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Contents** | | **Approximate** | **Weighting** |
|  |  |  | **Word Count** |  |
|  |  | |  |  |
| 1. | Brief summary statement of economic factors | | 200 | 10% |
|  | your chosen company will operate in | |  |  |
|  |  | |  |  |
| 2. | Potential impact on marketing strategies | | 1,400 | 40% |
|  | under the following headings: | |  |  |
|  |  | Competitive advantage |  |  |
|  |  Segmentation, targeting and positioning | |  |  |
|  |  | Branding |  |  |
|  |  |  |  |  |

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| --- | --- | --- | --- |
| 3. | Potential impact on customer behaviour and | 400 | 20% |
|  | how it might change |  |  |
|  |  |  |  |
| 4. | Identify 2 specific growth opportunities in the | 500 | 20% |
|  | company’s macro environments and set out |  |  |
|  | what the company should do to take |  |  |
|  | advantage of these |  |  |
|  |  |  |  |
| 5. | Bibliography (not included in the word count) |  | 10% |
|  |  |  |  |