



Kingdom of Saudi Arabia
Ministry of Education
Saudi Electronic University

المملكة العربية السعودية
وزارة التعليم
الجامعة السعودية الإلكترونية

College of Administrative and Financial Sciences

Assignment 3

Marketing Management (MGT 201)

Due Date: 30/04/2022 @ 23:59

Course Name: Marketing Management	Student's Name:
Course Code: MGT201	Student's ID Number:
Semester: Second	CRN:
Academic Year: 2021-22-2nd	

For Instructor's Use only

Instructor's Name:	
Students' Grade:	Level of Marks: High/Middle/Low
Marks Obtained/Out of 10	

General Instructions – PLEASE READ THEM CAREFULLY

- The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
- Assignments submitted through email will not be accepted.
- Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
- Students must mention question number clearly in their answer.
- Late submission will NOT be accepted.
- Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
- All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
- Submissions without this cover page will NOT be accepted.

Assignment-3 Marketing Plan

Learning Outcomes:

1. Develop critical and analytical thinking necessary to overcome challenges and issues of marketing in the changing global environment. (LO-4)
2. Use effective and collaborative interpersonal skills to carry out scientific analysis of consumers' needs and wants to formulate a marketing Plan. (LO-5)

Assignment Question:

You have been hired by a local company as a marketing manager and you are assigned to write a Marketing Plan for the company. Based on the following Contents and related guidelines, write a brief marketing plan for that company.

1. Introduction, Goals and Objectives (2 Marks)

To introduce this section, you should include the Vision and mission statements of the business; an idea of what its goals are for customers, clients, employees and the consumer.

- Introduction about the business.
- Business vision and mission
- Business objective.
- Products and services offered

2. Environmental Analysis (2 Marks)

Conduct an environmental analysis that looks at and comments on your local area and your network of business contacts, competitors and customers.

3. Target Market Analysis (2 Marks)

Identify the target market, describing how the company will meet the needs of the consumer better than the competition does. List out the expectations consumers have for the product.

4. SWOT Analysis – Conduct a Swot Analysis of the business to explain what actually are the strengths and weaknesses that the company has and the threats and opportunities. (2 Marks)

5. Marketing Mix Analysis (4 P's Analysis) (2 Marks)

Product or Service- Identify the product or service by what it is, who will buy it, how much they will pay for it and how much it will cost for the company to produce it, why a consumer demand exists for your product, and where your product sits in comparison to similar products/services now available.

Place- Identify the location of your business, why it is

located there (strategic, competitive, economic objectives), your expected methods of distribution, and timing objectives.

Promotion - Describe the type of promotional methods you will use to spread the word about your product. Identify techniques such as word of mouth, personal selling, direct marketing, sales promotion etc. television, radio, Social media and newspaper ads.

Price - The prices of your products or services that reflects the overall company strategy. Should be competitive as well as a reflection of the quality, costs and profit margin.

Guidelines

1. This is an individual Assignment
2. Word count should be between 600-700 words.
3. Avoid plagiarism
4. References from related sources is required to validate your Answers.

Answers

- 1.
- 2.
- 3.
- 4.
- 5.