



HIGHER EDUCATION PROGRAMMES

Academic Year 2020:	July - December
Formative Assessment 2:	Global Marketing in a Digital Era (HPMK440-1)
NQF Level, Credits:	8, 24
Weighting:	20%
Assessment Type:	Research Assignment
Educator:	Z. Mabhena
Examiner:	S. Wiese
Due Date:	16 October 2020
Total:	100 Marks

Instructions:

- This paper consists of one (1) question.
- It is based on units 5 - 8 of the prescribed courseware.
- The question is compulsory.
- Please make sure you have read and adhered to the *Harvard Method of Referencing: A Beginner's Guide*, available in the HE Library module on ColCampus, as well as *The Beginners Guide to Plagiarism*, available in the HE Student Information module, also on ColCampus.
- The essay must be typed, using the following type settings only:
 - Font: Arial
 - Font Size: 12
 - Line Spacing: 1.5

- The Plagiarism Declaration, included in this brief, must be signed and attached to the front of your assignment. Refer to the Plagiarism Information Sheet in your Course Outline for further information.
- A *Unicheck*-verification report will be issued via ColCampus once the assignment is submitted. Please ensure that you follow the correct steps when uploading your assignment, to ensure that the verification report is correctly issued. If the verification report is issued for the incorrect document or indicates that a 30% similarity rating has been exceeded, a mark of zero will be awarded.

Project description:

In the Formative Assessment 1 (FA1), you have conducted a comprehensive international marketing analysis for your selected country. The focus of this assessment is to develop an international marketing strategy that is appropriate for the product and country you selected in FA 1.

Read the question carefully; make sure you understand it before attempting to answer the question.

- To complete this assessment, you must move well beyond the boundaries of the textbook, researching new materials and exploring the interplay of the concepts discussed in the text and apply to the given case scenario.
- All assumptions made need to be based on 2019/2020 market conditions and information.
- Marks will only be allocated for application and refrain from copying theory verbatim from your textbook.

Question:

Conduct a comprehensive international marketing strategy for your selected **country and product**. **Your strategy discussion must be in essay format and should address the following aspects:**

1. Introduction to selected country:

1.1 Concise introduction as compiled in Formative Assessment 1 (FA1)

2. International STP

2.1 Compile a detailed marketing segmentation, targeting and positioning (STP) strategy for your selected country and product.

3. International product:

3.1 Outline the product elements of your chosen beverage in detail.

3.2 Argue standardisation versus adaptation for your product with motivation.

4. The place/ distribution: International distribution and logistics systems

4.1 Briefly describe the market entry strategy you intend to follow.

4.2 Elaborate on the role of channel members and channel management.

5. The promotion: International marketing communication

5.1 Select and discuss any four (4) international marketing communication tools that should be applied to promote your product.

5.2 Evaluate the use of standardisation or adaptation of your marketing communication. Select and motivate the best option for your product and country.

[Total: 100 marks]

ASSESSMENT RUBRIC:

Task	Rating Scale/ Performance Criteria				
Introduction to selected country	9-10	7-8	4-6	1-3	0
	All information most relevant and accurate.	Information relevant and accurate.	Information mostly relevant and accurate.	Limited relevance and accuracy of information provided.	No relevance and accuracy of information to question or task.
International STP: Segmentation, targeting and positioning strategy	9-10	7-8	4-6	1-3	0
	Quite detailed execution of the STP process of segmentation, targeting and positioning of the target audience for the selected product and country.	Reasonable execution of the STP process of segmentation, targeting and positioning of the target audience for the selected product and country.	Lack of proper execution of the STP process of segmentation, targeting and positioning of the target audience for the selected product and country.	Inadequate execution of the STP process of segmentation, targeting and positioning of the target audience for the selected product and country.	No execution of the STP process of segmentation, targeting and positioning of the target audience for the selected product and country.
International product: Three elements of the product	9-10	7-8	4-6	1-3	0
	Quite detailed outline of the product elements for the chosen beverage.	Reasonable outline of the product elements for the chosen beverage.	Lack of a proper outline of the product elements for the chosen beverage.	Inadequate outline of the product elements for the chosen beverage.	No outline of the product elements for the chosen beverage provided.
International product: Standardisation versus adaption	9-10	7-8	4-6	1-3	0
	Amount of facts is more than expected. Quite detailed argumentation whether Standardisation versus adaption should be followed for chosen product.	Amount of facts is reasonable regarding argumentation whether Standardisation versus adaption should be followed for chosen product.	Amount of facts is lacking regarding argumentation whether Standardisation versus adaption should be followed for chosen product.	Inadequate facts provided regarding argumentation whether Standardisation versus adaption should be followed for chosen product.	No argumentation provided whether Standardisation versus adaption should be followed for chosen product.
The place/ distribution: International distribution and logistics systems Market entry strategy	9-10	7-8	4-6	1-3	0
	Amount of facts is more than expected. Quite detailed regarding the	Amount of facts is reasonable regarding the applicable market entry	Amount of facts is lacking regarding the applicable market entry strategy.	Inadequate facts provided regarding the applicable market entry strategy	No factual evidence provided.

	applicable market entry strategy.	strategy.			
The place/ distribution:	9-10	7-8	4-6	1-3	0
International distribution and logistics systems	Amount of facts is more than expected. Quite detailed information regarding the international distribution strategy. Includes the selection of foreign country intermediaries, relationship with intermediaries, varying type of retailing infrastructure across international markets, new and innovative forms of distribution and the management of physically distributing products across foreign markets.	Amount of facts is reasonable regarding the international distribution strategy. Includes the selection of foreign country intermediaries, relationship with intermediaries, varying type of retailing infrastructure across international markets, new and innovative forms of distribution and the management of physically distributing products across foreign markets.	Amount of facts is lacking regarding the international distribution strategy.	Inadequate facts provided regarding the international distribution strategy.	No factual evidence provided regarding the international distribution strategy.
The promotion: International marketing communication	9-10	7-8	4-6	1-3	0
International marketing communication tools	Amount of facts is more than expected. Quite detailed information regarding any relevant four (4) international marketing tools.	Amount of facts is reasonable regarding information of any relevant four (4) international marketing tools.	Amount of information are lacking. Less than any relevant four (4) international marketing tools outlined.	Inadequate facts provided regarding four (4) international marketing tools. Less than four (4) international marketing tools outlined.	No factual evidence provided regarding four (4) international marketing tools
The promotion: International	9-10	7-8	4-6	1-3	0

<p>marketing communication</p> <p>Evaluation of the use of standardisation or adaption of marketing communication</p>	<p>Amount of facts is more than expected. Quite detailed evaluation of the use of standardisation or adaption of marketing communication for the beverage in the selected country.</p>	<p>Amount of facts is reasonable regarding the evaluation of the use of standardisation or adaption of marketing communication.</p>	<p>Amount of facts is lacking regarding the evaluation of the use of standardisation or adaption of marketing communication.</p>	<p>Inadequate facts provided regarding the evaluation of the use of standardisation or adaption of marketing communication</p>	<p>No factual evidence provided regarding the evaluation of the use of standardisation or adaption of marketing communication.</p>
<p>Referencing</p> <p>In-text referencing Bibliography Referencing technique</p>	<p>9-10</p> <p>Style used displays control of referencing technique. Wide range of appropriate sources referenced.</p>	<p>7-8</p> <p>Text citation acceptable. Minor style slip-ups. Reasonable amount of appropriate sources used with necessary referencing.</p>	<p>4-6</p> <p>Some text citations missing. Style inconsistent. Limited range of information sources referenced. Some are appropriate.</p>	<p>1-3</p> <p>No evidence of sources used. Used ones are inappropriate.</p>	<p>0</p> <p>No text citations.</p>
<p>Overall structure, spelling and language</p>	<p>9-10</p> <p>Language is coherent and reflects control of academic writing skill. To the point and crystal clear. Well organised, displaying excellent external and internal structure.</p>	<p>7-8</p> <p>Some complex or confusing phrases. Appropriate use of technical terminology. Minor grammatical or spelling slip-ups. Reasonable organisation of content. Some errors in internal and external structure.</p>	<p>4-6</p> <p>Verbose. Lacks clarity. Many grammatical or spelling errors. An attempt to present info in an organised manner. Headings and numbering inconsistent.</p>	<p>1-3</p> <p>Inappropriately casual. Most confusing. Not at required academic standard. No structure at all. Content not well organised.</p>	<p>0</p> <p>Far below academic standard. No structure. No numbering of paragraphs.</p>

DECLARATION ON PLAGIARISM

NAME.....

SURNAME.....

STUDENT NUMBER.....

SUPPORT CENTRE.....

MODULE CODE.....

TITLE OF ESSAY:.....

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This Form should be completed by the student and appended to any piece of work that is submitted for summative assessment. The following defines plagiarism:

“Plagiarism” occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution and includes the deliberate and detailed presentation of another’s concept as one’s own.” “Another’s work” covers all material, including, for example, written work, diagrams, designs, charts, musical compositions and pictures, from all sources, including, for example, the internet, journals, textbooks and essays.

STUDENT DECLARATION: I confirm that I have read and understood the above definitions of plagiarism. I confirm that I have not committed plagiarism when completing the attached piece of work. I confirm that this is my own work.

SIGNATURE.....DATE.....