

Core Foundations of Successful Marketing

OERu

Show us you know how to demonstrate an understanding of marketing and develop a marketing plan for a product or service.

Core foundations of successful marketing is the first of three short courses required to be awarded credit for the full *Principles of Marketing* course.

Level **5**

Credits **4**

\$80 NZD (GST incl.)

Assessment

You are required to submit evidence of the following:

Apply marketing concepts and processes to develop a rationale for an optimal marketing mix of a product or service, taking market segments, positioning and product life cycle into account.

Completion Requirements

Learners must achieve a 50% pass mark for successful completion.

Related courses

Core Foundations of Successful Marketing is the first of three short courses required to be awarded credit for the full *Principles of Marketing* course. The related short courses are:

Market research and customer insights.

Launching products and generating market demand.

Instructions

By completing this assessment you will demonstrate your understanding of marketing.

If you are completing this course for formal credit, you must complete and submit this assessment.

You will need to retain a copy of this assessment for reference in the assessments for PMKT102 and PMKT103.

All work for this EduBit must be your own.

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Learning Recommendations

[Marketing Products and Services](#) (opens in a new window)

[Optimizing the Marketing Mix \(4Ps\)](#) (opens in a new window)

[Segmenting Markets and Target Audiences](#) (opens in a new window)

Tasks

Proof of Identity

Please provide a scanned copy of photo identification (e.g. passport, drivers licence, work ID card).

Task 1: Learning challenge reflection.

Select a learning challenge from one of the learning pathways in this course which you consider to be your "best" stating the reason for selecting this challenge in a sentence. (You will find the learning challenges at the end of each learning pathway on the course website). You can submit your reflection in a document file.

You must demonstrate that you can:

1. Describe the two (2) most important things that you learnt from completing the learning challenge:

What you have learned but also how you learned it.

How did this new knowledge integrate with previous knowledge and experience, i.e. how does theory relate to practice?

2. List two changes you made to improve your original version (or first draft).

3. Explain how each change improves the aspect of marketing you have examined.

You will need to provide:

1.1. A reflection on your own thinking and learning processes, as well as implications for future learning from completing the learning challenge (approximately 100 words).

1.2. Analysis of the learning experience explaining the value of the derived learning and your enhanced appreciation for the discipline supporting the two recommended improvements to the version of the initial learning challenge you completed in this course (approximately 250 words).

1.3. Articulation of the multiple connections between this learning experience and content from this and other courses, past learning, life experiences and how they contribute to the suggested changes and the aspects of marketing (approximately 150 words).

Task 2: Prepare a marketing report for a product or a service.

Select a product or service that you have not used in any of the learning challenges to review for this report. This could be anything e.g. a washing powder, a toy, an energy drink, mobile or internet service, or a restaurant.

Note: We recommend you continue to use this product or service for the assessments in PMKT102 and PMKT103 should you decide to continue your studies of Principles of Marketing, so spend some time to make your choice.

Prepare a marketing report (approximately 2500 words) for your chosen product or service. Your report should demonstrate that you can apply marketing concepts and processes to develop a rationale for an optimal marketing mix of a product or service, taking market segments, positioning and product life cycle into account. The marketing report should contain the following:

Introduction.

Description of the 4Ps.

The product or service Marketing Mix.

The product or service Segmentation, Targeting and Positioning Strategy.

Conclusions and Recommendations.

Bibliography (using the [APA reference style](#)).

You will need to provide:

2.1. Introduction stating the purpose and objective of the report (approximately 300 words).

2.2. Description of each of the 4Ps in relation to the product or service chosen (approximately 500 words).

2.3. Explanation how the 4Ps contribute to the marketing mix with clear justification supported with adequate references (approximately 400 words).

2.4. Outline of the strategy you think has been used in relation to segmentation, target market and positioning of the chosen product or service, including justification and explanations, supported with adequate references (approximately 800 words).

2.5. Describe how well you believe the "marketing team" did with this product or service. Describe the pros and cons of the strategy and any improvements you would suggest (approximately 500 words).

2.6. Bibliography and clear report presentation, accurate grammar and spelling. Correct implementation of the [APA reference style](#).

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