

Launching Products and Generating Market Demand

OERu

Show us you know how to learn the basics of branding products, promotion tools and digital marketing for incorporation into a marketing plan to promote a product or service.

Launching products and generating market demand is the third of three short courses required for the 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 product brand for the promotion of a product or service taking into account distribution channels, cost effective promotion tools and digital marketing.

Design a marketing plan for a product or service and justify improvements to early drafts.

Completion Requirements

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

Related Courses

Launching products and generating market demand is the third of three short courses required for the Principles of Marketing course. The related short courses are:

Core foundations of successful marketing.

Market research and customer insights.

Instructions

By completing this assessment you will demonstrate your understanding of launching products and generating market demand.

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

This is a cumulative assessment which incorporates the design of a full marketing plan for a product or service. In addition to developing a product brand, it also requires the ability to:

- 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 (core foundations of successful marketing ([PMKT101](#))).

- Apply marketing concepts and processes to research and develop a value proposition for a product or service taking into account customer behaviour, motivation, needs and preferences for the product life cycle (Market research and customer insights ([PMKT102](#))).

We recommend you consider completing the assessments for [PMKT101](#) and [PMKT102](#) before completing this assessment for [PMKT103](#). As an experienced marketing professional you may have the experience to prepare a full marketing plan and you are welcome to submit your assessment. However, if you are planning to achieve transcript credit for the OERu's full Principles of Marketing course, you will need to successfully complete the assessments for [PMKT101](#) and [PMKT102](#) micro-courses in addition to this assessment for [PMKT103](#) before qualifying for transcript credit.

All work for this EduBit must be your own.

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Learning Recommendations

[Product Branding and Distribution Channels](#) (opens in new window)

[Leveraging Promotion Tools and Tactics](#) (opens in new window)

[The Power of Digital Marketing](#) (opens in new window)

Tasks

Proof of Identity

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

Task 1: Prepare a "Product launch" section for a product (70 marks, 70%).

Task Instructions

Using the same product that you selected for the previous assignments in [Core foundations of successful marketing](#) ([PMKT101](#)) and [Market research and customer insights](#) ([PMKT102](#)), prepare a marketing research section which will be incorporated into Task 2 below.

With this task you must demonstrate that you can design a marketing plan for a product or service applying marketing concepts and processes to develop a product brand for the promotion of a product or service taking into account distribution channels, cost effective promotion tools and digital marketing (approximately 2500 words). The submission should contain the following:

Product branding and distribution channels.

Leveraging promotion tools and tactics.

The power of digital marketing.

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

You will need to provide:

- 1.1. A paragraph with a brief description of the purpose and objective of the section (approximately 300 words).
- 1.2. Clear explanation and justification of proposed product branding, target market(s), distribution channels and the product life cycle (approximately 600 words).
- 1.3. Analysis of the advantages and disadvantages of various marketing communications and promotion techniques, and the best distribution channels throughout the product life cycle (approximately 600 words).
- 1.4. Explanation of the advantages and disadvantages of digital marketing approaches and tools selected throughout the product life cycle (approximately 600 words).
- 1.5. Clear and relevant conclusions and actionable recommendations for the product and business (approximately 400 words).

Task 2: Complete a marketing report (30 marks, 30%).

Prepare a full marketing report for presentation to a company board of directors incorporating the assignments from PMKT101 and PMKT102 and PMKT103 into one report. Make any changes you feel necessary to unify the separate parts of Marketing mix (from PMKT101), Marketing research and consumer insights (from PMKT102) and Produce launch (Task 1 from PMKT103) into one cohesive report.

Structure the new report to include these main sections. Add subsections as required.

Title page.
Executive summary.
Table of contents.
Introduction.
Marketing Mix.

- The 4Ps.
- Segmentation, Targeting and Positioning Strategy.
- Conclusions and Recommendations.

Marketing research and customer insights.

- Customer behaviour and motivation.
- Customer needs and preferences.
- Value propositions for a product life cycle.
- Conclusions and Recommendations.

Product launch.

- Product branding and distribution.
- Promotion tools and tactics.
- Digital marketing.
- Conclusions and Recommendations.

Bibliography.

You will need to:

- 2.1. Prepare the report with a very professional appearance that will be acceptable for presentation to a board of directors or executive management of the business
- 2.2. Ensure all sections of the report flow together and it reads like one report not a collection of 3 separate reports put together.
- 2.3. Present the report with clear structure, accurate grammar, spelling and [APA referencing](#).