

INTERNATIONAL MARKETING
UNDERGRADUATE
PROJECT - Objective III
(FINAL)

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Due 9th June

1. Upload pdf report □ to my cloud
2. Upload word report □ to my cloud
3. Upload peer review to my website (only I see this) [group_name]-[your_name].docx
4. Upload pptx □ to my cloud

Do not forget the file name: [group_name].pdf / .docx / .pptx
IF you make changes [group_name]v2.pdf / .docx / .pptx

1.0 Objective

The goal of the final project is to develop a marketing mix for your target market.

2.0 Focus on your market to build your strategy

You want to think about the *needs* of your segment. Try to be specific. Try to think both what your customer is trying to do and how you want them to feel when using your product. Think, too, about how to adapt your product to fit the needs of your target market. You also need to think of clever ways to enter the market. There are practical considerations about your product (what kind of purchase is this – shopping / convenience / impulse?) and about customers knowledge (do they know your product) that will influence channel choice (what do you want to achieve through your channel).

2.1 Key aspects of the marketing strategy

The plan should consider:

- How will you segment the market – probable two or even three ways here. (Chapter 7)
- What is your target segment and their characteristics? (what do they need). (Chapter 7)
- What is your product? How will you adapt it to the target market? (Chapter 10)
- How are you wanting to position the product (think about drawing positioning maps – perhaps several – with competitors.
- What are your ideas for pricing (think floor and ceiling price) Your

previous e.g., on positioning will affect this. (Chapter 11)

- Some ideas about types of channels and *your goals* in using these channels (Chapter 12)

3.0 Reporting

3.1 Report

The report should be a maximum of **12 pages** (including the cover). There should **not** be any strange gaps in between paragraphs. The report should be prepared to look professional (think “styles” - ☺). Your group should include:

- ☞ A cover page
- ☞ A table of contents (this can be a half page)
- ☞ An introduction
- ☞ Give your objectives
- ☞ Explain your marketing strategy (See above)
- ☞ Use bullet points. Use headings. Number the headings.

3.1 Presentation

You should prepare a presentation on your project.

- ☞ The presentation will last a **maximum of 10 minutes**.
- ☞ I would suggest everyone in your groups says something.

Please ask me if you have any questions.

Professor James Stanworth

Appendix 1: Key questions for developing the marketing mix

The target segment

- Describe the segment
- What needs does this segment have?

The product

- What are important features of your product?
- How do the features of your product answer the needs of your target segment?

Pricing

- What approach to pricing will you use?
- How much might you charge?

Position

- What position do you want the product to have in customers' minds. (How might they talk about the product to their friends?)
- How can you map positions for your product?

Promotion

- What channels will you use to communicate with your customer?
- What strategies might you use to encourage purchase?
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Service support – 3Ps

- What service needs might your customer have?
- How can you add value through service?