



Unit: Principles of Marketing

Assignment title: Assessing a new channel to market

Sample Assignment

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

You have recently joined a company that has historically sold its consumer products through third parties, for example a tap manufacturer who sells to wholesalers.

Ideally choose an industry and company that you have access to data for.

Your role is that of Marketing Manager.

The current economic climate due to COVID-19 has resulted in many of your key accounts either being suspended or terminated, which has had a negative impact on the business.

In addition to this, recent research undertaken by your company has identified that the end user is not necessarily aware of your brand. You have raised this as a key weakness with the Senior Management Team, who are now considering selling direct to the consumer.

You have been asked to prepare a report on the things to be considered, so that they can make an informed decision as to whether to proceed.

Task 1 – 20 Marks

Describe the industry, company, its product(s) and customers. This should include the current route to market with the use of appropriate models.

Task 2 – 20 Marks

Discuss the differences in the company's existing B2B model and the proposed B2C model, and potential issues this may cause.

Task 3 – 20 Marks

Explain the decision-making process (DMP) of the intended consumer audience.

Task 4 – 30 Marks

- a) Propose a product-orientated or market-orientated approach for the company, justifying your recommendation. (8 marks)
- b) Discuss the micro-environment and how this may affect the company's development plans. (8 marks)
- c) Recommend what marketing activities should be undertaken to make this new channel to market a success. (14 marks)

Task 5 – 10 Marks

Discuss the difference between marketing a product and marketing a service and make a recommendation, with justifications, as to whether the company might be able to offer a service to its new direct customer base.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

Answers should be presented in a clear and legible manner, following the format and structure as prescribed.

The word count for this assignment is **4000 words**.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

- Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?
- Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**
- Have you ensured that your work has not gone over or under the recommended word count by more than 10%?
- Have you ensured that your work does not contain viruses and can be run directly?