**Module Title:** Strategic Marketing Management in an International Context

**Module Code:** 7Mark020w

**Assessment title: CW2:** Individual Report

**Assessment weighting**: 75%

**Assessment deadline:** *April 10th, 2023*

**Semester 2, 2022/2023**

**Assessment Brief**

***Introduction:***

Strategic marketing management is concerned not just with the day-to-day management of marketing tasks, but about setting the overall direction and goals for the product, brand, company, or organisation usually for three to five years, and planning in some detail how you will achieve them. In short, it is about determining the answers to the big three questions: [1] where are we now? [2] Where do we want to be? [3] How will we get there?

**The Company of Focus: Sungod**

**A picture containing outdoor, ground, person, mountain

Description automatically generatedA person wearing a helmet and goggles

Description automatically generated with medium confidence**

***Your task:***

*In developing a response, you may consider either, North America [USA or Canada]., Australia or any other country of your choice, but you must clearly state which your focus will be on before you embark on your assignment. Next, you should:*

1. Conduct your own research and marketing audit for [***Sungod***](https://www.yourheights.com/) using the relevant tools of strategic analysis that we covered during the module, to answer the question ***“Where are we?”***
2. Write a three-year strategic marketing plan: this should build on your findings from the audit and explain ‘***where you want to be’*** (and why), and ‘***how you intend to get there’.***

You may make any reasonable assumptions, and you may carry out any independent research that you wish, but everything should be your own work. All sources of information must be identified and referenced, so that the person marking your work can verify it.

|  |  |  |
| --- | --- | --- |
| **Allocation of Marks [and Structure] for CW2** | **%** | **Approximate word-count** |
| 1.0 Introduction |  | *100* |
| **Part A: Situational Audit** |  |  |
| 2.0 Internal | 20 | *750* |
| 3.0 External | 20 | *750* |
| **Part B: Strategic Mktg Plan** | 0 |  |
| 4.0 Executive Summary | 10 | *250 [1 page max]* |
| 5.0 SWOT | 10 | *250* |
| 6.0 Marketing Objectives | 10 | *150* |
| 7.0 Marketing Strategy | 25 | *850* |
| Report Structure & Clarity | 5 |  |
| **Total** | **100** | *3000* |