**MKT389 201930B Additional Assignment**

**Value: 30 marks - Pass/Fail**

**Due date: 9th September 2019  
Submit by email to: edunlop@csu.edu.au**

**Length: 2000 words  
  
Task:**“Growth is essential for an organisation’s survival”.

1. Discuss how the market development strategies of a) new geographic markets, b) new market segments, and c) new marketing channels, can help a company to achieve growth with existing product lines.
2. Choose a company and explain how they have used one of the above market development strategies to achieve growth.

**Additional Information:**Students should first draw on information from Chapter 8 of the textbook (Strategic Marketing; decision making and planning. Reed, 2015), and then undertake wider reading from other related textbooks and online sources. Students MUST use a range of resources (8 references minimum) in addressing this essay. The essay must be appropriately referenced using APA6th referencing style – this includes both in-text references and a reference list.

Reference requirements

• Use at least eight (8) reference sources in total

• ALL texts must be of academic standard, such as a journal article, text book, text book chapter or conference paper proceeding. Assess the quality of content in web sources very carefully. In general, website references are unlikely to provide reliable, researched information suitable for this task.

• Do not reference Wikipedia as this is an unreliable source.

• Use in-text citations to identify other people’s ideas and words. These in-text citations must follow the APA (6th ed.) referencing style.

• Quotes must be in quotation marks and the in-text citation must include the page number.

• The assessment task should be your own original work. This assessment task will be put through TurnItIn to identify plagiarism.

Report requirements

• This assignment is to be completed in report format. Include a cover page, table of contents, introduction, body paragraphs, conclusion and reference list.

1.5 line spacing, 12 point font. Use headings, subheadings and diagrams as necessary.

• Resources and information relating to writing essays can be found at: <http://student.csu.edu.au/study/guidesandtips/writing-at-uni>

**Marking criteria MKT389 201930B Additional Assignment**

| **Criteria** | **Mark** | **High Distinction 85-100%** | **Distinction 75-84%** | **Credit 65-74%** | **Pass   50 -64%** | **Fail 0-49%** |
| --- | --- | --- | --- | --- | --- | --- |
| Introduction and Conclusion **3 marks** |  | Clear and succinct introduction and conclusion | Good introduction and conclusion | Acceptable introduction and conclusion, although weaknesses | Poor introduction and conclusion | Introduction and conclusion not provided |
| Discussion of how the market development strategies of a) new geographic markets, b) new market segments, and c) new marketing channels, can help a company to achieve growth with existing product lines.  **13 marks** |  | Theory is well organised and clearly defined and discussed. Demonstrates a clear understanding of the three main market development strategies | Theory is well organised, defined and discussed. Demonstrates a good understanding of market development strategies | Key theoretical points are defined and discussed. | Theory is defined and described, but with key points missing. | Theory is not clearly defined or described, poor understanding of market development strategies. |
| Explanation of how chosen company has implemented one of the market development strategies to achieve growth **8 marks** |  | Theory is well organised and clearly defined and discussed. Demonstrates a superior explanation/analysis of chosen company’s use of a market development strategy | Theory is well organised, defined and discussed. Demonstrates a good explanation/analysis of chosen company’s use of a market development strategy | Key theoretical points are defined and discussed, explanation of chosen firm is ok. | Theory is defined and described, but with key points missing. | Theory is not clearly defined or described. Demonstrates poor explanation/analysis of chosen company’s use of a market development strategy |
| Presentation: structure, formatting, spelling  **3 marks** |  | Writing style is clear and academic. Professional standard of presentation, good layout and use of headings. | Writing style is generally clear and academic. Minor spelling and/or grammatical errors. | Writing style is acceptable, but with some issues. | Writing style and structure require  Further attention. | Poorly written and structured. |
| APA 6th referencing   **3 marks** |  | Sources are referenced correctly using APA6th style. More than 8 references/sources used. | APA referencing has been used correctly, but with a few minor issues. | Referencing has been  used, but some issues  regarding format of  references | Referencing has been used but issues related to  format, or some references missing | Poor or limited use of referencing. Less than 6 references/sources used |
| **TOTAL 30 marks** |  | **Comments:** | | | | |