**MKT389 201830B Additional Assignment**

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

**Due date: 13th September**

**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 (6 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.

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

Provide one introduction and one conclusion for the whole essay.

**Marking criteria MKT389 201830B Additional Assignment**

| **Criteria** | **Mark** | **High Distinction 85-100%** | **Distinction 75-84%** | **Credit 65-74%** | **Pass   50 -64%** | **Fail 0-49%** |
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| 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.  **15 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 **6 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 6 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:** | | | | |