

GROUP ASSIGNMENT

**OBM4403
MARKETING MANAGEMENT**

SPECIFIC INSTRUCTION

1. Number of words: **2500 – 3000 words excluding** references.
2. Submission Date: **22 April 2025.**
3. This assignment accounts for **50%** of the total marks for the course.

ASSIGNMENT QUESTION

PURPOSE

The purpose of this assignment is to enhance students' ability to conduct a market analysis using marketing concepts and marketing mix elements. Learners are required to apply these concepts to business applications.

REQUIREMENT

Select ONE (1) industry in Malaysia, such as aviation, telecommunications, retail, banking, education etc. Conduct a market analysis for your chosen industry. In your analysis, you need to consider the following factors:

1. Who are the major competitors, and what are their market share and reputation in your selected industry?
2. What are the industry marketing strategies?
3. What are the changes in marketing practices in your selected industry due to technology?
4. Based on your findings, what are your recommendations to the marketers in the selected industry on effective marketing strategies to enhance their business operations?

(Total: 50 marks)

ASSIGNMENT RUBRICS

BM100 PRINCIPLES OF MARKETING

*QN/	CLO	Criteria/	Weightage /	Excellent/	Good/	Fair/	Poor/	Unsatisfactory/	Max Marks
				4	3	2	1	0	
1	2	Introduction	1	The introduction covers a very detailed and clear description of the selected industry.	The introduction covers a detailed and clear description of the selected industry.	The introduction covers a brief and clear description of the selected industry.	The introduction covers a vague description of the selected industry.	No introduction was given.	4
1	2	Analysis of major competitors, market share and reputation of the selected industry.	3.0	A very clear and detailed analysis of major competitors, market share and reputation of the selected industry. Relevant examples were given.	A clear and detailed analysis of major competitors, market share and reputation of the selected industry. Relevant examples were given.	A clear but brief analysis of major competitors, market share and reputation of the selected industry. Relevant examples were given.	A vague analysis of major competitors, market share and reputation of the selected industry.	No analysis was given.	12
2	2	Analysis of the marketing mix strategies of the selected industry.	3.0	A very detailed and clear analysis of the marketing mix strategies of the selected industry given. Relevant examples were given.	A detailed and clear analysis of the marketing mix strategies of the selected industry given. Relevant examples were given.	A brief but clear analysis of the marketing mix strategies of the selected industry given. Relevant examples were given.	A vague analysis of the marketing mix strategies of the selected industry given.	No analysis was given.	12
3	2	Discussion on how the changes in marketing practices are due to technology in the selected industry.	2.0	A very detailed and clear discussion on	A detailed and clear discussion on the changes	A brief but clear discussion on the changes in	A vague discussion on the changes in	No discussion was given.	8

				the changes in marketing practices due to technology in the selected industry. Relevant examples were given.	in marketing practices due to technology in the selected industry. Relevant examples were given.	marketing practices due to technology in the selected industry. Relevant examples were given.	marketing practices due to technology in the selected industry.		
4	2	Recommendations to the marketers in the selected industry on how to use marketing strategies to conduct their business.	3.0	FOUR feasible marketing strategies were given with valid justifications.	THREE feasible marketing strategies were given with valid justifications.	TWO feasible marketing strategies were given with valid justifications.	ONE feasible marketing strategy was given with valid justification.	No marketing strategy was given.	12
	2	Summary	0.5	All of the key points of the assignment were summarised.	Most of the key points of the assignment were summarised.	Some of the key points of the assignment were summarised.	Only a few key points of the assignment were summarised.	No summary was given.	2
Total			12.5						50

*QN = Question Number