

INDIVIDUAL ASSIGNMENT

PURPOSE

This assignment is designed to enhance students' ability to understand and evaluate the elements in the marketing mix.

REQUIREMENT

Choose a firm that you are familiar with. Explain the elements of the existing marketing mix and discuss how these elements are practiced in the selected firm. Recommend improvements to the marketing mix that can be made by the management of selected firm.

(Total: 40 marks)

1. Submission Date: **_18.3.2025.**
2. This assignment accounts for **40%** of the total marks for the course.
3. This assignment should be typed using Arial, a font size of 11, Justify and 1.5 spacing.
The assignment should be between 8-10 pages.

ASSIGNMENT RUBRICS

BM3100 PRINCIPLES OF MARKETING

*QN/	CLO	Criteria/	Weight/	Excellent/	Good/	Fair/	Poor/	Unsatisfactory /	Max Marks
				4	3	2	1	0	
1	1	Introduction of the selected firm	1	Introduction covers the name and location of the firm, a clear and sufficient description of the product/services and the relevant industry.	Introduction covers some aspects of the firm, a clear but insufficient description of the product/services and the relevant industry.	Introduction covers some aspects of the firm but unclear and insufficient description of the product/services and the relevant industry.	Introduction covers some aspects of the firm, but no description of the product/services and the relevant industry.	No introduction was given.	4
1	1	Description of marketing mix elements (4Ps) in general	2.5	The description was very clear and well supported with relevant examples.	The description was clear and well supported with relevant examples.	The description was fairly clear and supported with relevant examples.	The description was vague and lacked relevant examples.	No description was given.	10
1	1	Identification and discussion of marketing mix elements practiced in the selected firm	2.5	The identification and discussion were very clear and well supported with relevant examples.	The identification and discussion were clear and well supported with relevant examples.	The identification and discussion were fairly clear and supported with relevant examples.	The identification and discussion were vague and lacked relevant examples.	No identification and discussion were given.	10
1	1	Recommendation on improvements that could be made by the selected firm's management on its marketing mix	2.5	One feasible recommendation was given with four valid justifications.	One feasible recommendation was given with three valid justifications.	One feasible recommendation was given with two valid justifications.	One feasible recommendation was given with one valid justification.	No recommendation was given.	10

1	1	Summary	1.0	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.	4
1	1	References	0.5	More than 4 relevant references and citations were given using the APA format.	3 relevant references and citations were given using the APA format.	2 relevant references and citations were given using the APA format.	1 relevant reference and citation was given using the APA format.	No reference and citation were given.	2
Total			10						40

*QN = Question Number