

2019

PORTFOLIO OF EVIDENCE

This is not an exam module; you need to submit a Portfolio of Evidence.

As you all know, Marketing is a NON-EXAM module. **The Portfolio of Evidence replaces the examination.** (Although there is a scheduled date on the roster for the exam, this is for administrative purposes only.) Take note that this portfolio will serve as the final exam mark for your module in Marketing Management. In the event of failing. The Portfolio of Evidence, the student can resubmit an improved portfolio on or before the date of the re-exam as per scheduled exam roster.

Develop a Strategic Marketing Plan for the identified product or for a small business (Refer also to page 458–460 of the prescribed textbook).

Individual Marketing Plan

The portfolio is an **individual assignment** – write a marketing plan - each student must submit his/her own plan.

A detailed description of what is required as the Portfolio of Evidence

NB NB Read the instructions up to "**THE END**".

Page limits and fonts

Margins: 2 cm top, bottom & right; left margin 2.5cm.

Font: Size 12 Arial

Page limit: This is difficult to pin down, but I would suggest that you stay between 35–50 pages of content excluding appendices and additional material you would like to add.

Latest date for submission

Submission date and time: Friday 1 November 2019, 12:00

Note that if you do not submit on this date, you will not have another opportunity to do so. You will receive a failure mark and will have to repeat the module. **Please do not miss the date!**

The 2nd opportunity or supplementary exam (portfolio re-submission)

As with the exam where a supplementary exam can be awarded to candidates deserving a second opportunity, so can you be awarded a second opportunity to re-submit your (feeble) attempt after corrections. But please, do not deliver such mediocre work that you may actually require a second opportunity after corrections. A second opportunity is not automatic and only borderline cases identified by the Exam Committee will be afforded such an opportunity to resubmit.

Submission date and time: Friday 22 November 2019, 12:00

Note that the hardcopies must be submitted before 12:00.

Submission format

In the case of the portfolio only hard copies are accepted. These must be properly printed and ring-bound. If you use figures and graphs and other colours, print your portfolio in colour print.

Submit your Portfolio of Evidence with the summary page of Turnitin as the final appendix.

No e-mailed portfolios will be accepted.

Turnitin report

Add the summary page of the Turnitin report as the final appendix to your hardcopy. Do not submit the full Turnitin report. However, do keep it handy so that you are able to provide it upon request in the event that it may be needed. As a rule of thumb, the similarity should be below 25%. Definitely not above 30%!

Other instructions

Visit the live page links below by clicking on them.

You are required to prepare a detailed Strategic Marketing Plan for a business/company of your choice.

Your textbook by Lamb et al. (2015) provides detailed and guidance on the structure of the marketing plan. There is ample guidance to assist you in writing the marketing plan.

1. Refer back to Chapter 14 pp 497-515 in the textbook (you have studied it already) and recap the information on the Marketing Plan.
2. Make sure that you properly describe/explain the chosen business in your introduction.
3. Use the structure Lamb et al. (2015) suggest in Table 14.4 (Marketing Plan outline) to structure your marketing plan.
4. Peruse the guiding questions the authors suggest to collect all the needed information to complete your plan.
5. Add a final section (in addition to the structure in the table) to indicate how you would protect your marketing plan from possible failures in practice. (Source further information on the Internet and elsewhere on why marketing plans fail and test your plan against at least five reasons. State these reasons and indicate clearly how your plan is protected against these possibilities to fail.) This is the final section of your plan.

Examination and moderation

The marketing plan counts 100 marks.

A sample will be internationally moderated by prof Sam Fullerton, East Michigan University, Ypsilanti, USA. This sample will contain assignments from all three sites of delivery. A sample of Potchefstroom, Vanderbijlpark and Mafikeng assignments will also be drawn and sent to him in the United States. This is to ensure that equal standards apply throughout and also that the module succeeded to equip MBA students with the required knowledge that befits an internationally accredited graduate.

THE END