



Kingdom of Saudi Arabia  
Royal Commission at Yanbu  
Yanbu University College (Women`s Campus)  
Department of Management Sciences and Industrial Management Technology  
Yanbu Al-Sinaiyah

**ASSIGNMENT**

**MKT211 - Principles of Marketing**

**«A.Y.: 2018-2019»  
SEM 181**

**SUBMISSION DEADLINE:**

Day: **THURSDAY**

Date: Nov 29, 2018

Time: 3:00 PM

**FOR INSTRUCTOR USE: CLO/PLO TABLE**

CLO-PLO	Q.No.	Max Mark	Max Scored
CLO1-AS2	A, B	8.00	
CLO2-AS3	C, D	8.00	
CLO5-PS2	E	4.00	
CLO7-AS3	F	4.00	
CLO8,9-AS3	G	4.00	
TOTAL		28.00	

Student ID	Student Name

Section: 1- Ms. Fatima Al-Khammash  
2- Ms. Khadija Zarei  
3- Ms. Khadija Zarei  
4- Ms. Mageswary Mudaliar  
5- Ms. Mageswary Mudaliar

Reviewed by: \_\_\_\_\_

**GENERAL INSTRUCTIONS:**

- Select a leader.
- Each member of the group will be responsible for a portion of the marketing plan.
- The report **MUST** contain a workload table indicating the workload of each member (added as appendix).
- The marketing plan is to adopt the template provided.

**LATE SUBMISSION:**

- Late submission will incur the following mark deduction:
  - 10% from overall mark obtained per day.

## GROUP PROJECT

This is a group project limited to 4 students in a group. The report MUST be in computer printed form AND required to follow the given format.

- The report must be typed text using a double-spaced format
- The margins for each page must be set at one (1) inch on all four edges.
- The required font to be used throughout the paper, including headings, tables, and figures, is 12 point Arial.
- Put a header/footer on every page. The header should contain the name of the project AND the footer should contain your group name, the course number and academic year (e.g. Group1-MKT211-2018/19)
- Add a running page number on every page (e.g., Page 2 of 6). Word will also do this automatically for you on each page. Be sure you use the optional setting that provides this header on page 1, as well as on the subsequent pages.
- Reference Page(s) - Use APA 6<sup>th</sup> edition format. A minimum of five (5) references is required such as the corporate website and the on-line annual report. When you use citations from the text, these should be referenced too.
- You are to use the template provided.

**Date and Time of submission:** 3.00 pm, Nov 29, 2018

***Late Submission: Please note there will be a penalty of 10% of the allocated marks for reports submitted after the said time and date of submission.***

## **Marketing Plan for New Product**

Your group will open a new business in Yanbu. The business is to introduce an innovative product. The product must be agreed upon by the instructor. The project has an open budget. You are required to produce a marketing plan which will be presented to the top management for buy-off. The marketing plan is to adhere to the structure provided below. You are to conduct a research towards a feasible marketing plan. The plan must be supported by research evidences and acknowledged with proper referencing (APA style, 6<sup>th</sup> edition).

### **A. Executive Summary**

- The executive summary is an abstract that gives a broad picture of the contents of the report.
- It should not start off by “In this report you are going to...” This summary should be one page.
- It should summarize the report to the extent that if this is the only page the reader reads, he/she will know what is in the full report.

### **B. Company Overview & Innovative Product**

- In this section you will describe your business and the product you intend to market.
  - How did your group come out with the innovative product?
  - Why did you choose this product?
  - Why do you think your product would appeal to customers?

### **C. The Environment**

- Describe the probably micro and macro environmental forces that may affect the successful launch of your new product.

### **D. The Research**

- Research objectives
- Data collection
- Data analyses
- Findings

### **E. Market Segmentation, Targeting and Positioning Strategy**

- Identify the appropriate segments for your product
- Give reasons why you choose to target a particular segment/s.
- What are your positioning strategies?

### **F. Product Strategy**

- Product attributes
- Branding
- Packaging
- Labeling
- Product support services

### **G. Promotion Strategy**

- Describe the promotional strategies chosen for your product. State the reasons.

### **H. Pricing Strategy**

- Describe the pricing strategies adopted. State the reasons.

### **I. Place strategy**

- Describe how and where the product will be placed to gain consumer purchases.

## ASSIGNMENT REPORT RUBRIC:

CATEGORIES	MARK ALLOCATION				
	4	3	2	1	0
<b>(A) EXECUTIVE SUMMARY</b>	Clearly and concisely states the marketing's plan purpose in a single page, which is detail, concise, and accurate. It is engaging, states the main topic and previews the structure of the report.	Clearly states the marketing plan's purpose in a single page. It states the main topic and previews the structure of the paper.	States the marketing plan's purpose but minimal extensiveness and coverage. It states the main topic but does not adequately preview the structure of the paper.	Incomplete and unfocused. There is no clear summary, and the structure of the report is missing.	Absent, no evidence
<b>(B) CONTENT</b>	Each section has thoughtful supporting detail sentences that develop the main idea.	Each section has sufficient supporting detail sentences that develop the main idea but lack supporting details.	Each section lacks supporting details and structure.	Each section fails to develop the main idea.	Absent, no evidence
<b>(C) ORGANISATION, STRUCTURE AND DEVELOPMENT OF IDEA</b>	The report demonstrates logical and subtle sequencing of ideas through well-developed sections and paragraphs; transitions are used to enhanced organization.	Paragraph development present but not perfected.	Logical organization; organization of ideas not fully developed.	No evidence of structure or organization.	Absent, no evidence
<b>(D) RESEARCH</b>	Shows extensive evidence of research. Gathers extra information over the Web to add to knowledge area. Demonstrates clear understanding of the problem. Able to critically analyze, evaluate and present thought-process and ideas. Able to identify the gap of current and proposed system in a concise and accurate manner.	Shows a substantial amount of research. Gathers information over the Web and demonstrates a substantial amount of understanding of the problem. Able to analyze, evaluate, and present thought-process. Able to identify gaps.	Shows enough amount of research. Gathers minimal information over the web but has enough understanding of the problem. Minimal analysis and evaluation of the problem. Able to identify gaps in the current proposed system.	Shows minimum evidence of research. Does not gather enough information over the Web and has minimal understanding of the problem. Not able to critically analyze, evaluate and present thought-process and ideas. Identify minimal gaps in the current proposed system.	No evidence of research or application of knowledge area. Does not understand the problem and is not able to analyze, evaluate, and present thought-process and ideas. Not able to identify gaps in the current proposed system.
<b>(E) CONCLUSION</b>	The conclusion is engaging and restates the marketing plan.	The conclusion restates the marketing plan.	The conclusion does not adequately restate the marketing plan.	Incomplete and/or unfocused.	Absent, no evidence
<b>(F) WRITING QUALITY</b>	The report is well written and clearly articulated using standard English, characterized by elements of strong writing style with correct grammar, punctuation, usage, and spelling.	The report shows above average writing style that is clear using standard English with minor error in grammar, punctuation, usage, and/or spelling.	The report shows an average and/or casual writing style using standard English that is generally clear but contains some errors in grammar, punctuation, usage, and spelling.	The report shows below average/poor writing style that lacks standard English, and/or is difficult to readers to follow. Contains frequent errors in grammar, punctuation, usage and spelling.	The report fails to meet minimum standard.
<b>(G) REFERENCES STYLE (APA 6<sup>TH</sup> EDITION)</b>	List of more than <b>ten (10)</b> references. Accurate used of APA referencing style with no mistakes.	List of <b>ten (10)</b> references. Accurate used of APA referencing style with no mistakes.	List of <b>six to nine (6 - 9)</b> references. Uses APA referencing style with minimal mistakes.	List <b>five (5)</b> or less references. Uses APA referencing style with minimal mistakes.	No references or does not apply APA referencing style.