



## Assignment Brief

Digital Marketing relies on many of the approaches used in traditional marketing. This includes the extended Marketing Mix, known as the 7P's (Product, Price, Place, Promotion, People, Process and Physical Evidence). Modern organisations use the 7P's to manage their marketing approach and achieve their business objectives. In this unit, you will learn about how the 7P's are used by modern organisations and will illustrate this with examples.

Many digital marketing professionals use blogs to showcase their knowledge and advance their careers. You will prepare a blog to showcase your work to employers, clients and others. Throughout this course, you will create several blog posts to build an impressive online digital marketing portfolio.

### The Brief

**Choose one company from the Fortune 500 to complete this assignment.**

The Fortune 500 is an annual list of the top companies in the United States based on total revenue. It is compiled by Fortune magazine.

You are a freelance digital marketing consultant working with a client in the Fortune 500. They ask you to review its marketing mix (7P's) and submit your findings to them.

You will deliver your findings in one PDF document, which will include images, a written report, links to videos and links to your own blog. Pay close attention to the style and design of your work.



**NOTE:** Please see the supplementary material attached to this assignment for further information on completing each task.

## Task 1

Conduct online research to understand your chosen company's marketing mix (7 P's) by exploring images and videos produced over time.

Develop a collection of images and videos that demonstrate each of the 7P's (e.g. photos of the company's products, their stores etc.). Use offline and online sources to research your images/videos, not images that you have produced yourself.

Your images/videos should compare the company's marketing mix over time and show how they have evolved to:

- Meet market trends and customer needs
- Respond to developments in technology
- Respond to competitor activities.

Create a document to show your research findings using Powerpoint, Word, GoogleSlides or another application of your choice. This will include:

- 3-5 images per P (Price, Place etc, 21-35 images in total)
- A short written description of each image/video by adding annotations to each one.
- Links to videos
- Citing and referencing all images/videos appropriately using the Harvard system. See the writing guidelines section in your online learning centre for instructions on how to do this.

Save the finished document as a PDF.

## Deliverables:

- Your Marketing Mix Document saved as a PDF and labelled 'Assignment 1



## Task 1'

## Task 2

Choose the P that interests you the most and use books, articles, journals, blogs, news and any other reputable sources to research it in further detail.

Write a report of around 500-700 words (not including the reference list), which will include:

- An overview of your chosen P in terms of your client.
- Explaining how effective your client is at using this P to achieve marketing success.
- Explaining how your client has adapted the P over time to meet market forces such as customer needs, developments in technology and competitor activities.
- Appropriate citations and a reference list using the Harvard system.

### **Deliverable:**

- Your written report saved as a PDF and labelled 'Assignment 1, Task 2'.

## Task 3

Set up a blog using a site such as Blogger, Medium, WordPress or another platform of your choice. If you already have a blog, use it for this project if you wish.

**NOTE:** While Blogger and Medium have less functionality than WordPress, some students find them easier to setup and use. You will create more posts during your course and your blog will evolve over time. Feel free to blog on other topics that interest you beyond the assignments. For example, if you have an interest in graphic design, kayaking or fashion you are encouraged to write about these topics in addition to assignment requirements.



Create a blog post on your site using your written report from task 2 and 7 images from your research in task 1 (1 image per P) that best demonstrates your company's effective use of the extended marketing mix. Include annotations to your images and add citations and references for each one.

**Deliverables:**

- Add the link to your blog to the end of your written report from task 2 to submit your work for task 3.



## Assignment Grading Criteria

The following is for your reference. Your tutor will be using this scheme when reviewing your assignment.

**The following Pass criteria must be met in order to pass the assignment.**

Once you have achieved all Pass criteria in all assignments within the unit, you will then be able to progress to the next unit of your course.

### Pass criteria

Criteria LO 1.1:  
Assessed in Task 1

Show an understanding of the marketing mix within an organisational context: Student provided a visual representation of a Fortune 500 company's marketing mix using images and/or video(s). (Assignment 1, Task 1).

Criteria LO 1.2:  
Assessed in Task 2

Describe one of the 7P's applied to an organisational context: Student described a Fortune 500 company's use of one of the 7P's as evident in the written report of 500-700 Words (Assignment 1, Task 2).

Criteria LO 1.3:  
Assessed in Task 3

To present visual and written content on an online blog: Student has posted 7 images from Task 1 and the written report from Task 2 on an online blog (Assignment 1, task 3).

**To achieve higher than a Pass:**



It is possible, if your assignment goes above the standard expected for a Pass, to achieve Merit or Distinction criteria.

- To achieve a Merit grade for the unit: you must achieve all the Pass criteria and Merit criteria in all assignments for that unit.
- To achieve a Distinction grade for the unit: you must achieve all the Pass, Merit and Distinction criteria in all assignments for that unit.

### Merit criteria

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Criteria MO 1:

Present and communicate appropriate findings; a range of methods of presentation have been used and technical language has been accurately applied: Student presented a Fortune 500 company's marketing mix in both images and video, using the terminology of the 7P's accurately

Criteria MO 3:

Identify and apply strategies to find appropriate solutions; complex problems with more than one variable have been explored: Student explained how a Fortune 500 company effectively uses one of the 7P's to achieve marketing success as demonstrated in the written report.

### Distinction criteria

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### **Distinction criteria**

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Criteria DO 1:

Demonstrate convergent/lateral/creative thinking; convergent and lateral thinking have been applied: Student applied lateral thinking as evident in the visual representation of their chosen Fortune 500 company's marketing mix through the creative use of images and video (Task 1), and in the written report through a comprehensive explanation of how the company has used one P to adapt to market forces such as customer needs, developments in technology or competitor activities.