



FACULTY OF MANAGEMENT

November Examination

DEPARTMENT

Marketing Management

MODULE STRATEGIC MARKETING MANAGEMENT

CODE MMA8X09

DATE 24 November 2016

DURATION 180 minutes (3 HOURS)

TIME 08:30 – 11:30 am

TOTAL MARKS 100

LECTURER DR I LUBBE

MODERATOR PROF M WIESE (University of Pretoria)

NUMBER OF PAGES 3+2 =5

INSTRUCTIONS TO CANDIDATES:

- Question papers must be handed in at the end of the exam.
- This is an open book assessment.
- Number your answers clearly and write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- Answers should contain 20% theory and 80% application.
- Ensure that all your personal particulars appear on all answer books.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

All the questions relate to your Colgate project (i.e. Colgate KIDS range or Plax Mouth Wash, or Protex Hand Wash). Start every question by briefly stating which project you were involved followed by the answer.

QUESTION 1

[20 MARKS]

Based upon your current strategy recommendation for your Colgate project, elaborate on and motivate your choices **for** and **against** your chosen strategy.

QUESTION 2

[60 MARKS]

Assume you receive new information/requirements on each of your Colgate brands, how will you adapt your current marketing strategy? Answer the specific questions at the end of this new scenario:

PLAX mouthwash

Six weeks into your project, you are informed that you should alter your marketing campaign to only focus on generation X. Even after you have argued it doesn't make sense, Colgate is adamant they want to target generation X during 2017. Although your main focus will still be on including a combination of "always-on" digital elements, you are now allowed to introduce **one** traditional marketing communications element into the campaign and your budget is now R1.5 million for 12 months, starting March 2017.

- 2.1 Explain the steps you will follow and argue **why** you will follow these steps to incorporate this new requirement in order to arrive at your new digital campaign that includes the **one** traditional element (15 marks).
- 2.2 In detail present the tactical marketing campaign showcasing only **one** "always-on" digital element and the **one** new traditional marketing communications element. Ensure that you motivate your choices for each element. Ensure that the integrated message and golden thread is evident to the examiner. (45 marks). (See Appendix B for rubric)

**Generation X people are born between 1965 and the early 1980s.*

Colgate Kids Range toothpaste and toothbrushes

Six weeks into your project, you are informed that your campaign should target the townships in Gauteng only and that the aim is to generate Word of Mouth (WOM) by

activations with your target market. You only have six months for this particular campaign, starting March 2017 and your budget remains at R500k.

- 2.1 Explain the steps you will follow and argue **why** you will follow these steps to incorporate this new requirement in order to arrive at your new township marketing campaign that includes activations to generate WOM (15 marks).
- 2.2 In detail present the tactical marketing campaign showcasing only **the chosen activation** element(s) for the township market in Gauteng. Ensure that you motivate your choices and that the integrated message and golden thread is evident to the examiner. (45 marks). (See Appendix B for rubric)

Protex hand washing education

Six weeks into your project, you are informed that you should definitely *include a cause-related marketing strategy* into your current campaign. You are also encouraged to use RADIO as an integrated marketing media channel, together with your other chosen channels. However, you are asked only to focus on GAUTENG and your budget is still R500k.

- 2.1 Explain the steps you will follow and argue **why** you will follow these steps to incorporate this new requirement in order to arrive at your new cause related marketing strategy for the Gauteng target market that includes the use of Radio as a media channel (15 marks).
- 2.2 In detail present the tactical marketing campaign showcasing the chosen **cause related marketing strategy** and the use of RADIO for the Gauteng target market. Ensure that you motivate your choices and that the integrated message and golden thread is evident to the examiner. (45 marks).(See Appendix B for rubric)

QUESTION 3

[20 MARKS]

- 3.1. Define perceived customer value in your own words and then answer the following question relating to customer value (5 marks):
- 3.2. Argue how the product element of your specific Colgate product is related to value by unpacking the components of core product quality (15 marks). (See Appendix A for pictures of your products)

APPENDIX A – Additional Information

Protex

Protex - Protects against 99.9% of Germs



Plax

Colgate® Plax provides your patients with clinically proven 12 hour protection against bacteria and plaque. Your patients? Mouths stay cleaner, fresher and healthier.



Colgate kids toothpaste and toothpaste

Fresh breath and fruit flavoured toothpaste, and Protect teeth from cavities and freshen breath with great-tasting, fruit-flavoured toothpastes.

**APPENDIX B**

RUBERIC for questions 2.2 of EACH Colgate product		
Demonstrates knowledge and understanding of the topic	5	
Ideas are clearly presented	5	
The choices are clearly motivated	5	
Integration of functions, elements and ideas are communicating a golden thread	10	
The tactical plan is practical and realistic	5	
The tactical plan achieved the new requirements' set	10	
It is creative	5	
TOTAL:	45	

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