



**COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF CONSUMER INTELLIGENCE & INFORMATION SYSTEMS
DEPARTMENT OF MARKETING MANAGEMENT**

**MAIN EXAM: 22 NOVEMBER 2019
SEMESTER 2**

<u>SUBJECT</u>	: Contemporary Marketing
<u>CODE</u>	: BMM9x03
<u>DURATION</u>	: EXAM EQUIVALENT
<u>TOTAL MARKS</u>	: 100

<u>EXAMINER</u>	: Prof C De Meyer-Heydenrych
<u>MODERATOR</u>	: Dr E Strydom (VUT)
<u>NUMBER OF PAGES</u>	: 8 Pages

INSTRUCTIONS TO CANDIDATES:

- Complete the following assignment and submit it via e-mail to cfdemeyer@uj.ac.za by 08:30 on 22 November 2019 in word (.docx) format.
- The assignment should not exceed 15 typed pages.
- The assignment should be typed in Arial 11, 1.5 line spacing, 2.5 cm margins.
- Structure your assignment by using appropriate headings and sub-headings.
- Headings should be numbered, in bold and typed in capital letters.
- Sub-headings should be numbered, in bold and typed in lower case.
- Follow the UJ style and reference guide (Harvard referencing) when compiling the assignment.
- Include a cover sheet and plagiarism declaration when submitting your assignment.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 1

[100]

Identify a contemporary marketing problem in an organisation of your choice and analyse and develop strategies as to how contemporary marketing topics can aid the organisation in solving the problem. As part of your discussion, include a(n):

1. brief overview of the organisation;
2. description of the problem identified;
3. explanation of the importance of a) sustainability and social marketing; b) digital marketing and social media; and c) changing consumer behaviour / psychology to a contemporary organisation (critically analyse each of the topics); and
4. discussion as to how the topics discussed in point 3 can solve the contemporary marketing problem you identified in point 2 by developing specific strategies that the organisation can use to solve the problem.

Marks will be allocated using the following rubric with a clear description of how marks will be allocated in the table below:

Section	Mark allocation
Executive summary	10
Introduction	5
Overview of the organisation	5
Description of the problem	10
Critical analysis of the importance of the contemporary marketing topics	20
Strategies to solve the problem	35
Conclusion	5
Technical aspects (e.g. page layout, page numbering, language, grammar, etc.) and referencing	10

Section	%	Scoring			
Executive summary	10 %	Exceeds expectations (7 – 10 marks)	Meets expectations (5 – 6 marks)	Needs improving (3 – 4 marks)	Inadequate (0 – 2 marks)
		The executive summary highlights the key analysis, findings, and recommendations (strategies), and is articulated with clarity and fluency.	The executive summary largely highlights the key analysis, findings, and recommendations (strategies), and is articulated with clarity and fluency.	The executive summary provides a limited summary of the analysis, findings, and recommendations (strategies).	The executive summary is missing most important parts, imprecise, unclear, or halting.
Introduction	5%	Exceeds expectations (4 – 5 marks)	Meets expectations (3 marks)	Needs improving (2 marks)	Inadequate (0 - 1 mark)
		The introduction highlights the key aspects to be discussed in the document and is articulated with clarity and fluency.	The introduction largely highlights the key aspects to be discussed in the document and is articulated with clarity and fluency.	The introduction provides a limited summary of the aspects to be discussed in the document.	The introduction is missing most important parts, imprecise, unclear, or halting.
Overview of the organisation	5%	Exceeds expectations (4 - 5 marks)	Meets expectations (3 marks)	Needs improving (2 marks)	Inadequate (0 - 1 mark)
		All or most critical issues of the organisation and its structure, function and importance are accurately identified and clearly addressed and analysed in a logical,	Quite a lot of critical issues of the organisation and its structure, function and importance are accurately identified and clearly addressed and the analysis is largely	Some issues of the organisation and its structure, function and importance are identified and addressed, but the analysis is relevant, but lacks of a clear focus,	Most issues of the organisation and its structure, function and importance are unclear or inaccurate with the analysis missing or only descriptive with little support of relevant data.

		thorough and consistent manner with sufficient supports of relevant and helpful facts/data. The overall analysis is synthesised and insightful.	logical, thorough and consistent with sufficient support of relevant and helpful facts/data. The overall analysis is mostly synthesized and insightful.	with insufficient elaboration, insufficient consistency, with limited support of helpful and relevant data. Further work is needed to synthesize understanding and findings across analyses to generate insights.	There are few attempts to synthesize across analyses.
Description of the problem	10 %	Exceeds expectations (7 – 10 marks)	Meets expectations (5 – 6 marks)	Needs improving (3 – 4 marks)	Inadequate (1 – 2 marks)
		All or most critical issues of the current situation and problem are accurately identified and clearly addressed and analysed in a logical, thorough and consistent manner with sufficient supports of relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples which are integrated to the analysis. The overall	Quite a lot of critical issues of the current situation problem are accurately identified and clearly addressed and the analysis is largely logical, thorough and consistent with sufficient support of relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples. The overall analysis is mostly synthesized and insightful and mostly	Some issues of the current situation and problem are identified and addressed, but the analysis is relevant, but lacks of a clear focus, with insufficient elaboration, insufficient consistency, with limited support of helpful and relevant data/facts and application of appropriate concepts /techniques/examples. Further work is needed to synthesize	Most issues of the current situation and problem are unclear or inaccurate with the analysis missing or only descriptive with little support of relevant data/facts or application of appropriate concepts /techniques/examples. There are few attempts to synthesize across analyses and present a problem.

		analysis is synthesised and insightful and clearly presents a problem to be solved.	presents a problem to be solved.	understanding and findings across analyses to generate insights and to put a clear problem forward.	
Critical analysis of the importance of the contemporary marketing topics	20 %	Exceeds expectations (16 – 20 marks)	Meets expectations (11 – 15 marks)	Needs improving (6 – 10 marks)	Inadequate (1 – 5 marks)
		All or most critical issues of the current issues are accurately identified and clearly addressed and analysed in a logical, thorough and consistent manner with sufficient supports of relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples which are integrated to the analysis. The overall analysis is synthesised and insightful.	Quite a lot of critical issues of the current issues are accurately identified and clearly addressed and the analysis is largely logical, thorough and consistent with sufficient support of relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples. The overall analysis is mostly synthesized and insightful.	Some issues of the current issues are identified and addressed; the analysis is relevant, but lacks of a clear focus, with insufficient elaboration, insufficient consistency, with limited support of helpful and relevant data/facts and application of appropriate concepts /techniques/examples. Further work is needed to synthesize understanding and findings across analyses to generate insights.	Most issues of the current issues are unclear or inaccurate with the analysis missing or only descriptive with little support of relevant data/facts or application of appropriate concepts /techniques/examples. There are few attempts to synthesize across analyses.

Strategies to solve the problem	35 %	Exceeds expectations (25 – 35 marks)	Meets expectations (18 – 24 marks)	Needs improving (10 – 17 marks)	Inadequate (1 – 9 marks)
		Strategies are well thought-out, logical, relevant, concrete, feasible, and innovative. The strategies are sufficiently integrated and supported with relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples. All or most pros and cons of relevant alternatives are thoroughly and critically evaluated.	Strategies are moderately well thought-out, logical, relevant, concrete, feasible, and innovative. The strategies are largely integrated and supported with relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples. Quite a lot of pros and cons of relevant alternatives are thoroughly and critically evaluated.	Strategies are basically logical, but with insufficient thoughts and elaborations, some inconsistency, and showing only adequate attempt to look for relevant, concrete, feasible, and innovative solutions. The strategies are not fully integrated and only supported with limited facts/data, and limited application of appropriate concepts/techniques/ examples. Limited pros and cons of relevant alternatives are evaluated.	Strategies are not well thought-out, lack of logical flow, inconsistent, not responsive, impractical, not innovative, and/or even biased. The strategies are not integrated and not supported with facts/data, or application of appropriate concepts /techniques/examples. Few pros and cons of alternatives are identified.
Conclusion	5%	Exceeds expectations (4 – 5 marks)	Meets expectations (3 marks)	Needs improving (2 marks)	Inadequate (0 - 1 mark)
		The conclusion summarises the key aspects discussed in the document and how the	The conclusion largely summarises the key aspects discussed in the document and how the	The conclusion provides a limited summary of the aspects discussed in the document.	The conclusion is missing most important parts, imprecise, unclear, or halting.

		problem was solved and is articulated with clarity and fluency.	problem was solved and is articulated with clarity and fluency.		
Technical aspects (e.g. page layout, page numbering, language, grammar, etc.) and referencing	10 %	Exceeds expectations (7 – 10 marks) The report is skilful at arousing and maintaining interests, well organized with clear coherence and smooth progression of ideas, very effective introduction and conclusion, articulated with clarity and fluency, appropriate length and tone, free of most writing errors, and proper and consistent referencing and citations without errors.	Meets expectations (5 – 6 marks) The report is sometimes able to arouse interests, is organized with some coherence and progression of ideas, moderately clear introduction and conclusion, moderately clear and fluent, some inappropriate length or tone, a few noticeable writing errors, and some inconsistent referencing and citations with a few noticeable mistakes.	Needs improving (3 – 4 marks) The report shows adequate attempts to arouse interests, and is adequately organized but with some lapses in coherence or progression of ideas, inappropriate length and/or tone, some noticeable writing errors, and/or inconsistent referencing and citations with some noticeable mistakes.	Inadequate (1 – 2 marks) The report shows few attempts to arouse interests, and is poorly organized with serious problems in coherence or progression of ideas, inappropriate length and tone, writing errors so serious that meaning is obscured, and/or many inconsistent referencing and citations with a number of noticeable mistakes.