

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

MAIN EXAM: 22 NOVEMBER 2019 SEMESTER 2

SUBJECT : Contemporary Marketing

CODE : BMM9x03

DURATION : EXAM EQUIVALENT

TOTAL MARKS : 100

EXAMINER : Prof C De Meyer-Heydenrych

MODERATOR : Dr E Strydom (VUT)

NUMBER OF PAGES : 8 Pages

INSTRUCTIONS TO CANDIDATES:

- Complete the following assignment and submit it via e-mail to <u>cfdemeyer@uj.ac.za</u> 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):

- brief overview of the organisation;
- 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 topcis); 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	20
marketing topics	
Strategies to solve the problem	35
Conclusion	5
Technical aspects (e.g. page layout, page numbering,	10
language, grammar, etc.) and referencing	

Section	%	Scoring			
Executive	10	Exceeds expectations	Meets expectations (5	Needs improving	Inadequate
summary	%	(7 – 10 marks)	- 6 marks)	(3 – 4 marks)	(0 – 2 marks)
		The executive summary	The executive summary	The executive summary	The executive summary
		highlights the key	largely highlights the	provides a limited	is missing most
		analysis, findings, and	key analysis, findings,	summary of the	important parts,
		recommendations	and recommendations	analysis, findings, and	imprecise, unclear, or
		(strategies), and is	(strategies), and is	recommendations	halting.
		articulated with clarity	articulated with clarity	(strategies).	
		and fluency.	and fluency.		
Introduction	5%	Exceeds expectations	Meets expectations	Needs improving	Inadequate
		(4 - 5 marks)	(3 marks)	(2 marks)	(0 - 1 mark)
		The introduction	The introduction largely	The introduction	The introduction is
		highlights the key	highlights the key	provides a limited	missing most important
		aspects to be discussed	aspects to be discussed	summary of the aspects	parts, imprecise,
		in the document and is	in the document and is	to be discussed in the	unclear, or halting.
		articulated with clarity	articulated with clarity	document.	
		and fluency.	and fluency.		
Overview of	5%	Exceeds expectations	Meets expectations	Needs improving	Inadequate
the		(4 - 5 marks)	(3 marks)	(2 marks)	(0 - 1 mark)
organisation		All or most critical	Quite a lot of critical	Some issues of the	Most issues of the
		issues of the	issues of the	organisation and its	organisation and its
		organisation and its	organisation and its	structure, function and	structure, function and
		structure, function and	structure, function and	importance are	importance are unclear
		importance are	importance are	identified and	or inaccurate with the
		accurately identified and	accurately identified and	addressed, but the	analysis missing or only
		clearly addressed and	clearly addressed and	analysis is relevant, but	descriptive with little
		analysed in a logical,	the analysis is largely	lacks of a clear focus,	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	10	Exceeds expectations	Meets expectations (5	Needs improving	Inadequate
the problem	%	(7 – 10 marks)	- 6 marks)	(3 – 4 marks)	(1 – 2 marks)
		All or most critical	Quite a lot of critical	Some issues of the	Most issues of the
		issues of the current	issues of the current	current situation and	current situation and
		situation and problem	situation problem are	problem are identified	problem are unclear or
		are accurately identified	accurately identified and	and addressed, but the	inaccurate with the
		and clearly addressed	clearly addressed and	analysis is relevant, but	analysis missing or only
		and analysed in a	the analysis is largely	lacks of a clear focus,	descriptive with little
		logical, thorough and	logical, thorough and	with insufficient	support of relevant
		consistent manner with	consistent with sufficient	elaboration, insufficient	data/facts or application
		sufficient supports of	support of relevant and	consistency, with limited	of appropriate concepts
		relevant and helpful	helpful facts/data, and	support of helpful and	/techniques/examples.
		facts/data, and effective	effective application of	relevant data/facts and	There are few attempts
		application of	appropriate concepts	application of	to synthesize across
		appropriate concepts	/techniques/examples.	appropriate concepts	analyses and present a
		/techniques/examples	The overall analysis is	/techniques/examples.	problem.
		which are integrated to	mostly synthesized and	Further work is needed	
		the analysis. The overall	insightful and mostly	to synthesize	

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

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

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