

## **ASSIGNMENT QUESTION**

### **Task one:**

You are working as a marketing consultant and consequently you have been asked to undertake research from the perspective of a customer in order to evaluate the promotional tactics of a high street clothing retailer.

This clothing retailer is of your choice, but you are advised to visit Oxford Street or Covent Garden to conduct this research.

Information is required on the practical promotional mix policies undertaken by the clothing retailer. Your research will be presented as a portfolio and should include five of the following; a written summary, a group presentation (access should be provided through a hyperlink), website screenshots, the use of social media, advertising billboards and promotional campaigns.

**(50 marks)**

N.B- It is strongly advised that you prepare an additional 500 words background related to your organisation's marketing. This can be applied within the body of your assessment, but does not constitute part of the 3,000 word count.

### **Task one assessment criteria:**

- Knowledge of relevant literature that would permit an understanding of affective marketing solutions. This will take the form of strategies and tactical plans that are supported by a sound information base.
- The ability to use creative marketing skills and knowledge in a practical and applied situation. The work should demonstrate intellectual originality and imagination.

### **Points to consider:**

#### **Task one:**

- The task requires you to be creative and use your marketing knowledge and skills so that the portfolio gives a broad picture of the promotional techniques used by your organisation in a practical and tactical manner.
- A range of research needs to be undertaken. However, note that the task is worth 50 marks and is therefore equivalent to approximately 1,500 words.