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| Faculty ofTechnology, Engineering and the Environment |  |

 Brief

 ***Programme***

***Academic Year***

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| **Module:** | Management in Engineering Innovation UG2 |
| **Assignment** **:** | Marketing plan for new engineering product |
| **Deliverables 1 & 2:** |  |
| **School:** | Engineering, Design and Manufacturing Systems  |
| **Module Co-ordinator:** | Chris de Nahlik |
| **Set Date:** | See ECMS My Course on the intranet for details  |
| **Submission Deadline:** |  |
| **Assessment Weighting:** |  |
| **Submission Method:** | Presentation slides (hard copy) and written report. Submitted through IT Help Desk level 3. |
| **Nominal time to complete this assignment:** | 20 Hours |
| **Brief Assessment Details**  | Research and development of a marketing plan for an engineering business or project. Presentation slides (in hard copy) for a business proposal and preliminary findings, and a written report. To be based on the considerations necessary for a new engineering/technology based product in the broad field of your course. |
|  **Assessment:** | Individual assessment. The work you submit shall be your own and not the product of collaboration with anyone else. Plagiarism will be penalised.Group assessments. Members of the group shall be listed in the assessment.  |

**IMPORTANT STATEMENT**

**Plagiarism: the presentation of the work of another (from whatever source: book, journal, internet etc) as if it were one’s own independent work. This can be anywhere on a continuum ranging from sloppy paraphrasing to verbatim transcription without crediting sources.**

You are advised to refer to the Student Handbook on matters of cheating and plagiarism as they relate to coursework, group assignments, class tests and examinations. Both cheating and plagiarism are totally unacceptable and the University maintains a strict policy against them. It is YOUR responsibility to be aware of this policy and to act accordingly.

The University requires that the following statement is included in all module documents.

*“You are reminded of the University Disciplinary Procedures which refer to cheating. Except where the assessment of an assignment is group-based, the final piece of work which is submitted must be your own work. Close similarity between assignments is likely to lead to an investigation for cheating. It is not advisable to show your completed work to your colleagues or to share and exchange disks.*

*You must also ensure that you acknowledge all sources you have used. Work which is discovered to be the result of collusion or plagiarism will be dealt with under the University’s Disciplinary Procedures, and the penalty may involve the loss of academic credits.*

*If you have any doubts about the extent to which you are allowed to collaborate with your colleagues, or the conventions for acknowledging the source you have used, you should first of all consult module documentation and, if still unclear, your module tutor.”*

You will be asked to confirm in writing when handing in any piece of assessed work that it is your own by completing the Coursework Submission & Record Form which should be printed from ECMS My-course on <https://mytid.bcu.ac.uk/>.

It is the STUDENT’S responsibility to accurately complete the form and comply with its rules and guidance as described in the student handbook for this academic year.

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| **Learning Outcomes to be Assessed:**

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| **1.** Examine change in the global business macro-environment (STEEPLE) and its effects on an engineering enterprise; report particularly on innovation, company strategy including internal evolution, professional practice and career opportunities.  |
| **3.** Breakdown a task and schedule the activities for timely completion, work effectively as a proactive individualand efficiently as a responsible leading team member to achieve the aim. |
| **4.** Communicate accurately and effectively in English through structured academic style management reports, plans, proposals and presentations appropriate to the audience using a variety of media. |

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| **Assessment Details:** You are to deliver, as a Professional Engineer and/or Manager, presentations slides and a report in the form of a Proposal and a well researched Marketing Plan, including resource recommendations to achieve them, for a business enterprise’s proposed New Product/s (Artefact/s or Service/s) or Project; this should be in the broad field of your course of study. Recommended content of a Proposal and a Marketing Plan structure are given below.The Proposal will explore the business environment through secondary research, examine the enterprise’s resources and capabilities and recommend initial resource development. The Plan will analyse the business environment and the resources, derive quantified marketing objectives and recommend Marketing Strategy for the enterprise to exploit both the business’s environment and its resources. The business’s environmental considerations should include the future global, or macro, business considerations as well as the, more micro, aspects of defined markets’ & segments’ quantified size & value, alliances and competitors, particularly highlighting changes as major sources of commercial advantage. The internal considerations should include the managerial capabilities to exploit the resources, identifying core competences and the development of sustainable competitive advantage, both for the enterprise, its new product, and for the individual team member.A hypothetical business enterprise will supply the Product. You should prepare hard copy slides for the Proposal and its resultant Marketing Plan. You will explore, research and analyse quantitative market & competitor data, draw conclusions, set *outline alternative* objectives and devise marketing strategies, eg., for optimistic and pessimistic visions of the future, to exploit the specified target market for your enterprise and its new Product. You will produce a detailed written Marketing Strategy, including outline resource plan using copies of your slides as references if you wish. You will set out your detailed *specific* proposals for Marketing Strategy, stating why you have selected certain target markets/segments for the business as well as for your own employment, and then how your business will most effectively exploit the market for its products, describing the key resource requirements for success in the business and your selected career. |

**Table of Assessment Criteria and Associated Grading Criteria**

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| **Assessment****Criteria****🡪** | **1.** **Writing Individual Marketing Plan** | **4.** **Presentation slides: Proposal & Marketing Plan with alternative strategies** |
| **Weighting:** | **70%** | **30%** |
| **Grading** **Criteria****0 – 29%** | Little or no knowledge displayed of marketing plan development; | Little or no knowledge of analysis or the business; |
| **30 – 39%** | Inadequate knowledge demonstrated of marketing strategy or the influences on its formulation; | Extremely patchy knowledge of analysis or the business; |
| **40 – 49%** | Knowledge demonstrated of marketing strategy and the external and internal issues relating to its development; | Demonstrated a basic knowledge of the enterprise proposed and necessary analytical concepts; |
| **50 – 59%** | Objectives derived and strategy proposed to meet them; | Analysed quantified opportunities and threats, relating to them the strengths and weaknesses of the enterprise’s resources and capabilities; |
| **60 – 69%** | Proposed and explained alternative strategies specific to a number of segments; | Derived alternative quantitative marketing objectives for selected segments; |
| **70+%** | Evaluated alternative strategies to achieve the objectives. | Proposed alternative marketing strategies to achieve set objectives. |
| **Checklist** | Business marketing, Personal career opportunities. |  |

**PROPOSAL** – Generic outline content for guidance.See also the Learning Centre’s notes on report writing.

1. Introduction and background to the enterprise.
2. General aims and specific objectives.
3. Outline the benefits to be derived from the enterprise and its products, and who will gain from it/them.
4. Proposed business activities, along with potential markets & segments and estimates of their size & growth
5. Resources that may be needed. These could be in various categories: accommodation, industrial equipment, computer hardware & software, people, information, etc.
6. A module work plan. You should plan a realistic time to be spent on each task of the module (taking into account the syllabus, module guide, and assignments schedules and time needed for work on other modules).
7. Safety assessment. Any potential sources of health and safety risk should be identified along with ways of mitigating the hazard.

**MARKETING PLAN** – Generic outline structure for guidance.

# Adaptable to suit the Company’s circumstances and objectives.

* Applicable at all levels; corporate, business, to individual sales person.

### ‘Executive’ Summary – at least products, objectives, sales, profits, & costs.

### Appreciation of Current Situation

2.1 Introduction & Summary of *existing strategies and plans*.

2.2 *External influences* (Opportunities & Threats) – Noting changes:

Corporate policies & Business Objectives.

Environment: Macro; Political/legal, economic, ecological, technological, sociological/demographic, ethical. [Specific effects.]

Market: Segments: Size & demand, growth, share, profitability, entry price, trends, [Quantitative]; Critical success factors inc. needs and required benefits; Seasonality. Assumptions.

Customers: Needs, benefits sought, perceptions, [B2B; products, size, growth, profitability, share, strategy, resources]. Assumptions.

Competition: Companies; resources, competences/limitations, size, growth, share, profitability, strategies. Mkt barriers. Substitutes. Assumptions.

Suppliers: Power, stability. (See also Internal, resources, deficiencies below.)

Alliances: Laterally, vertically; joint venture, licences, mergers, acquisitions.

* 1. *Internal influences* (Strengths & Weaknesses) – Noting changes:

Performance, trends & variances against plan.

Resources: Tangible; (production) facilities, products (volumes, capacity, costs, margins, trends), finance, designs, IT, distribution.

Intangible; service, technology (concepts, IS, CRM), reputation (brands, culture), tacit knowledge, processes, communications.

Human; knowledge, skills, experience (sales & marketing *inter alia*), motivation, flexibility.

Limitations & Deficiencies. (See also External, suppliers above.)

 Capabilities: Organising ability; resource bundling/integration, teamwork, etc.

 Core competences; good, distinctive, superior performance.

 Limitations & Deficiencies.

* 1. *Analysis* - Summary of key External & Internal issues – OTSW [SWOT].

Targetable segments & customers [Quantify].

Major commercial opportunities [Quantify]. Needs, wants & sought benefits

Significant competitive threats.

Value of resources & competences, and deficiencies to remedy.

Perceptual position map, including competition.

* 1. *Conclusions* – based on Analysis

Results of quantitative analysis.

Sustainable competitive advantages.

Products’ benefits & unique selling propositions.

### Objectives – based on Appreciation of Current Situation – SMART by Segment

Financial: Sales value, profit(ability), etc.

Marketing: Sales volume, growth, share - by product.

Qualitative: Market perception, new products & markets, innovation.

1. **Strategies** – 1-2yr (& 3-5yr rolling). To achieve objectives, based on analysis.

Target: Markets/segments/sectors/customers – plan-level dependant.

Portfolio: Products: core, augmented, unique, position; supplementary benefits; NPD, R&D

Price: Costs & estimating, market relative, premium, profit, terms, exchange rate policy, channel dependency.

Promotion: Target, Objective, Message, Channel, Budget, Mix, Management. (Branding) *e*-Marketing.

Place (Distn): Representatives, agents, distributors, stockists, *e*-commerce, after-sales service, facilitators.

***NOTE.*** *Also part of a complete general marketing plan, but not required in this assignment:*

1. **Action Programmes** – to achieve each strategy

- What will be done, When, by Whom and for How Much?

1. **Budgets** – phased monthly

Income: Sales, financing, etc

Costs: People/pay, benefits, bonuses, cars, travel, training, market research, IT, promotion, etc.

1. **Controls**

Actual v’s plan/budget, variance, recovery.

Review.