***Group Project***

***Course Instructor: Emd***

***Mkt 202 (section 3,4)***

**Briefing :**

Hello everyone and I hope you are all having a good semester so far. We are almost at the end of this semester and now is the time to start working on your group assignments. As you all know by now, we are going for the American accreditation for NSU and you are the key towards achieving that. So everyone of you have a part to play in this entire process that will make your university worthy of becoming a U.S standard university. This print-out is for you to keep and it contains all the information needed to make the group project. So let's get started and hope you have fun and learn at the same time.

**Group formation:**

Each group will consist of 5-6 (minimum 5 maximum 6 members are exceptions) *members* in order to ensure the completion of all the presentation in one day. You are allowed to form your own group at this level since this is an introductory course. But bear in mind that I will NOT consider any type of complains regarding group members not working. It is your job to motivate and bring out the results from your group members. Each group will have a unique name to identify themselves and their special qualities. Please submit the group name and member list to me by this week. (Either by e-mail or at my office). Choose a representative of your group to come and discuss any questions or query you might have regarding the project.

**Group project:**

Your group project carries 10% of marks which will be given for the entire group. The report is to be typed with Times New Roman (font size 12) and with 1.5 or double spacing. Use appropriate margins in your paper as well. The report needs to be in a spiral binding or book binding. I will not accept the report otherwise. Remember, the marks will be given on not just how you write but also the content that you are covering within your given word limit.

- Your job is to develop a **customer driven marketing strategy** for your product which has an existence in the industry.

- **Submission:** The project has to be submitted on the day of presentation. A late submission will be held on the final examination day. But **BEWARE**; a strict 2% will be deducted in the late submission assignment. So, the late submission assignments will be marked on 8% of the total marks. Moreover, since it's a group project, no excuses will be accepted in terms of late submission.

- **Word Limit:** 2500 excluding the Acknowledgement, Executive summery and Table of contents

Following are guidelines given to you:

**- Acknowledgement**

**- Executive summery**

* **Introduction:** Name of the company, Rationale of such name, Vision, Mission, Purpose and Objective

***STP Strategies***

* Decide which consumer segments to use
* Which targeting strategies to use among the four targeting strategies
* What type of value proposition to use within the positioning strategy

***Marketing mix strategies***

* **Product**
  + Mention the core, actual and augmented product features (three levels of product) of your product.
  + Branding strategy: Mention major brand strategy decisions (fig 8.5 of your book)
* **Price**
  + What type of pricing policy would be applicable to your product and why?
  + What would be the possible internal and external factors which might affect your price decisions?
* **Place/Marketing channels**
  + Number of channel level/s
  + Decisions for retail outlet/s to be specifically placed to create effective positioning of you product
  + Inventory management (chapter 12)
  + Transportation system (chapter 12)
* **Promotion (chapter 14 of your book)**
  + Identify the target audience.
  + Determine the communication objective
  + Designing the promotion message
  + Choosing the appropriate media
  + Setting the total promotion budget
  + Promotion mix strategies
* **Product Life Cycle**
  + **Describe in which stages of your PLC will you move through which strategy**
* **Budget**
  + **You will have a 2 Lakhs taka budget for this entire business that you need to start from scratch. Please be aware that whatever budget you’ll show will need sufficient proof from any source in the reference list**
* **Conclusion and Future prospects** of your company
* **Referencing**
  + Referencing is mandatory. Please do either Harvard or APA referencing. A handout of Harvard and APA style referencing will be given to you. Marks will be lost if referencing is not done properly.
* **Appendix**
  + **Please put in all the additional pictures, graphs etc in the appendix list.**