**MKT110 202230B - Additional Assignment**

**Due date: 6th September 2022**

**Length:** 1,200 words +/-10%

**Submission: EASTS –** submit to ‘Assessment Item 2 –– Report’do not delete the existing file, just upload the new file for the Additional Assignment.

**Task**

Choose one company to use as the focus of this assignment (it can be a Chinese company or an international company)

1. Briefly describe your chosen company, including mission statement, key products, and where they operate (are they international, domestic or local?).
2. Describe in detail the concept of the ‘Product Life-Cycle’ and explain how a marketer might use the ‘Product Life-Cycle’ to develop marketing strategies for their products.
3. Choose 2 products from your chosen company and describe which stages of the ‘Product Life-Cycle’ you think they are currently in. Using examples, explain the reason why you think that are in those stages.

Read Chapter 9 of Kotler & Armstrong (2017) and then undertake further reading. All assignments must be correctly referenced using APA7th referencing style and include a minimum of 5 in-text citations and a reference list. You should include the MKT110 textbook, and the website of your chosen company as references.

##### PRESENTATION

Your assessment report should be in a report style format, include your name and student number on the header of each page, and should include the following content:

1. Cover page (including assignment title, your name, student number, subject code)  
2. Table of contents  
3. Introduction (approx 100-200 words)  
4. Brief description of chosen company, including mission statement, key products and location.

5. Discussion of Product Life-Cycle, and how it can be used by marketers to develop strategies

6. Discussion of stages of Product Life-Cycle of 2 products from chosen company.

7. Conclusion (approx 100-200 words)  
8. Reference list (in APA7th format)

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| **Criteria** | **Mark** | **High Distinction 85-100%** | **Distinction 75-84%** | **Credit 65-74%** | **Pass 50-64%** | **Fail 0-49%** |
| **Introduction and conclusion 2 marks** |  | Introduction demonstrates an excellent grasp of the questions and provides a clear outline of scope of the report. Well-defined concluding section which summarizes the important points made in the body of the report and provides a summary analysis of the material. | Introduction shows a good grasp of the questions and an attempt to define the scope of the report. Competent attempt to summarize the main points raised in the report but limited analytical focus in the conclusion. | Introduction is generic and is limited to an attempt to define the scope of the report. The conclusion summarized the main points, but no analysis or comment on their implications. | Introduction demonstrates an incomplete grasp of the questions. Rather brief and non-specific concluding section. | Introduction to the report is missing; instead launches straight in with no attempt to introduce and define the topic. Question may have been misunderstood. The essay ends abruptly and without an appropriate concluding section |
| Brief description of chosen company **4 marks** |  | Superior description of chosen company, including its key mission statement, product offerings and locations. Supported by appropriate references such as company website. | Comprehensive description of chosen company, including its key mission statement, product offerings and locations. Supported by appropriate references such as company website. | Good description of chosen company, including its key mission statement, some product offerings and locations. Supported by appropriate references such as company website. | Basic description of chosen company, including its key mission statement, product offerings and locations. Not supported by appropriate references such as company website. | Discussion is incomplete and does not address all aspects OR has been omitted. |
| Discussion of product life-cycle concept, and discussion of how it can be used to develop strategies  **10 marks** |  | Discussion shows extensive research and excellent knowledge and understanding of Product Life-Cycle, and how marketers can use it to develop strategies for their products. | Discussion shows depth of research and comprehensive knowledge and understanding of Product Life-Cycle, and how marketers can use it to develop strategies for their products. | Discussion shows adequate knowledge and understanding of Product Life-Cycle, and how marketers can use it to develop strategies for their products. | Discussion shows superficial level of research and basic knowledge and understanding Product Life-Cycle, and how marketers can use it to develop strategies for their products. | Discussion does not demonstrate basic knowledge and understanding of Product Life-Cycle, and how marketers can use it to develop strategies for their products. Little or no evidence of reading. |
| Discussion of stages in product life-cycle of 2 products from chosen company **10 marks** |  | Discussion shows extensive research and excellent knowledge and understanding PLC. Superior ability to identify and describe the stages of PLC of 2 products from chosen company. Supported by relevant examples and research. | Discussion shows depth of research and comprehensive knowledge and understanding of PLC. Strong ability to identify and describe the stages of PLC of 2 products from chosen company. Supported by relevant examples and research. | Discussion shows adequate knowledge and understanding of PLC. Good ability to identify and describe the stages of PLC of 2 products from chosen company. Supported by some examples and research. | Discussion shows superficial level of research and basic knowledge and understanding of PLC. Basic ability to identify and describe stages of PLC of 2 products from chosen company. Supported by basic examples. | Discussion does not demonstrate basic knowledge and understanding of PLC. Does not describe the stages of PLC of 2 products from chosen company. Little or no evidence of research. |
| **Academic writing (including grammar, spelling & punctuation) and referencing.**  **4 marks** |  | Written material is presented with no spelling, grammatical, or punctuation errors AND referencing demonstrates academic integrity.  All sources are traceable and acknowledged with in-text citations and a reference list entry which is formatted consistently in APA 7th ed. style. **The URL is provided for online sources.**  Includes more than 5 references | Written material is presented with minor spelling, grammatical, or punctuation errors AND referencing demonstrates academic integrity.  All sources are traceable and acknowledged with in-text citations and a reference list entry which is formatted consistently, although there are a few minor errors in APA 7th ed. style. **The URL is provided for online sources. Includes 5 or more references** | Written material is presented with some spelling, grammatical, or punctuation errors however they do not affect meaning AND referencing demonstrates academic integrity.  All sources are traceable and acknowledged with in-text citations and a reference list entry which is formatted consistently, although there are frequent minor errors in APA 7th ed. style. **The URL is provided for online sources. Includes 5 references** | Written material is presented with frequent spelling, grammatical, or punctuation errors that have some effect on meaning AND referencing demonstrates academic integrity. All sources are traceable and acknowledged with in-text citations and a reference list entry which is formatted in APA 7th ed. style but contain frequent errors. **The URL is provided for online sources.**  **Includes 5 references** | Written material is presented with frequent spelling, grammatical, and punctuation errors that affect meaning AND referencing demonstrates lapses in academic integrity.  Sources are not always acknowledged with in-text citations and/or a reference list entry; and/or formatting is not at all consistent with APA 7th ed. style; and/or formatting errors impact the traceability of the source. Includes less than 5 references. |
| **Total 30 marks** |  | Comments: | | | | |