



Value Assignment Help
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STRATEGIC MARKETING ASSIGNMENT

"VAH Sample Question Library"

Statement of Originality and Student Declaration

I hereby declare that I know what plagiarism entails, namely, to use another's work and to present it as my own without attributing the sources in the correct manner. I further understand what it means to copy another's work.

1. I know that plagiarism is a punishable offense because it constitutes theft.
2. I understand the plagiarism and copying policy of Queen Margaret University.
3. I know what the consequences will be if I plagiarize or copy another's work in any of the assignments for this programme.
4. I declare therefore that all work presented by me for every aspect of my programme, will be my own, and where I have made use of another's work, I will attribute the source in the correct manner.
5. I acknowledge that the submission of the assignment answer document constitutes my agreement with the above.

ASSESSMENT OVERVIEW

You will work collaboratively in a **small group** to develop a strategic global marketing campaign for BYD (Build Your Dreams), a leading electric vehicle and sustainable energy manufacturer.

Your group campaign will act as a real-world marketing project, giving you experience in strategic campaign development and planning. You will then individually submit a report that analyses the campaign critically and applies marketing theory, market analysis, and strategic thinking.

GROUP CAMPAIGN COMPONENT

Design a **strategic marketing campaign** for BYD's international growth. The campaign may focus on a specific product, region, or segment (e.g., European EV market, launch of a new EV bus in Latin America, battery storage in Asia-Pacific, etc.).

Group Task Deliverables (not submitted):

- Develop a **concept** for the campaign: what is being promoted, to whom, and why?
- Outline **marketing objectives** (SMART), strategy, positioning, and market entry ideas
- Determine **target segment(s)** using appropriate STP analysis
- Define and integrate elements of the **marketing mix**
- Use **market research** and consumer behaviour insights to support your choices
- Allocate team roles, conduct research collaboratively, and keep group notes

Note: The group campaign is a **formative task** developed during the term through team collaboration, discussion, and research. It is not submitted or directly graded but serves as the essential foundation for your individual summative report. Active engagement in this group task is expected and will significantly enhance the quality and relevance of your individual report.

INDIVIDUAL REPORT TASK

Each student will develop a 3000-word individual report that utilises both strategic theory and industry data to:

- Critically review BYD's market and competitor position
- Evaluate the group's proposed campaign strategy and its strategic coherence.
- Apply marketing, strategy, and consumer behaviour theory in a critical and integrated manner.
- Produce a well-reasoned and substantiated report supported by relevant academic theory and credible market data.

Your individual report is a summative assessment and must be independently written. While it should reference the collaborative group work, it must demonstrate your own evaluation, application of theory, and analytical insight.

Assessment Conditions

- Plagiarism and excessive similarity between group members will result in penalties.

Marking Criteria

Section	What is Expected	Weight
1. Market and Competitor Analysis	Demonstrates a clear understanding of the global electric vehicle (EV) industry and BYD's position within it. Includes relevant analysis of industry trends, macro-environmental factors (e.g., PESTEL), competitors (e.g., Tesla, VW), and applies SWOT analysis to BYD. The analysis must relate meaningfully to the campaign developed by the group.	25%
2. Evaluation of the Group Campaign Strategy	Provides a detailed and well-structured evaluation of the group's marketing campaign. Explains the strategic direction, segmentation, targeting, and positioning choices, as well as how the marketing mix (4Ps or 7Ps) was designed. Critically reviews the campaign's strengths and areas for improvement, offering strategic recommendations for enhancement or implementation.	35%
3. Application of Consumer Behaviour Theory	Applies relevant consumer behaviour theories such as Maslow's Hierarchy of Needs, Zero Moment of Truth (ZMOT), and Diffusion of Innovation. Shows how the campaign responds to consumer needs and motivations using these theories. Clear connection is made between theory and real-world consumer behaviour in the chosen market.	20%
4. Report Structure, Research and Referencing	Presents a well-organised, professional, and logical report. Arguments and recommendations are supported with relevant academic theory and real-world data. At least 20 credible sources are used, correctly cited using Harvard referencing style. The report demonstrates critical thinking and justification throughout.	20%

Important Points:

1. Late submissions are accepted after the deadline but up to and including six days after the deadline. Submissions on the 7th day or after that will be marked as 0%.
2. If you are unable to submit the work due to unforeseen events you may claim extenuating circumstances which may include medical or personal issues, such as illness or bereavement.
Read more [https://www.vah.ac.uk/about-us/2023/2024/academic-appeals-and-extenuating-circumstances/](#)
3. To understand the official use of generative AI, please visit the link [https://www.vah.ac.uk/about-us/2023/2024/academic-appeals-and-extenuating-circumstances/](#)
4. The QMC is a resource for 'Referencing'
[https://www.vah.ac.uk/about-us/2023/2024/academic-appeals-and-extenuating-circumstances/](#)
[https://www.vah.ac.uk/about-us/2023/2024/academic-appeals-and-extenuating-circumstances/](#)
5. Students are not permitted to substantially reproduce the same piece of course work for more than one assignment, except where they are explicitly required to do so by the assignment specification.
6. Students must ensure the proper acknowledgement of the borrowings from other sources, whether published or unpublished.
7. Serious cases of cheating and plagiarism will be referred for consideration through the University's disciplinary procedure. Undertaking fraudulent practices can result in a student being required to leave the University.
8. Check the module grade descriptors below for your information.

Grade A* 80% and above Outstanding performance, exceptionally able – pass	<ul style="list-style-type: none">• Articulates an outstanding critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment• Articulates an outstanding critical understanding that integrates most, if not all, of the main areas of the specialist discipline• Demonstrates outstanding, extensive, detailed and critical knowledge, informed by current discipline developments• Displays an outstanding ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory• Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline• Demonstrates an outstanding ability to communicate knowledge (written, verbal, practical, visual)• Demonstrates an outstanding critical awareness of the scope and application of disciplinary and interdisciplinary scholarship
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	<ul style="list-style-type: none"> Shows an outstanding reflexive awareness of value judgements and assumptions embodied in the subject Demonstrates outstanding originality, creativity or innovation in the application of knowledge and / or practice Displays outstanding potential to undertake research or be a leading practitioner within a specialist area
Grade A 70- 79.9% Very good performance – pass	<ul style="list-style-type: none"> Articulates a very good critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment Articulates a very good critical understanding that integrates most of the main areas of the specialist discipline Demonstrates very good, extensive, detailed and critical knowledge, informed by current discipline developments Displays a very good ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline Demonstrates a very good ability to communicate knowledge (written, verbal, practical, visual) Demonstrates a very good critical awareness of the scope and application of disciplinary and interdisciplinary scholarship Shows a very good reflexive awareness of value judgements and assumptions embodied in the subject Demonstrates very good originality, creativity or innovation in the application of knowledge and / or practice Displays very good potential to undertake research or be a leading practitioner within a specialist area
Grade B 60- 69.9% Good performance – pass	<ul style="list-style-type: none"> Articulates a good critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment Articulates a good critical understanding that integrates some of the main areas of the specialist discipline Demonstrates good breadth, detailed and critical knowledge, informed by current discipline developments

	<ul style="list-style-type: none"> • Displays good ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory • Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline • Demonstrates a good ability to communicate knowledge (written, verbal, practical, visual) • Demonstrates a good critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Shows a good reflexive awareness of value judgements and assumptions embodied in the subject • Demonstrates good originality, creativity or innovation in the application of knowledge and / or practice • Displays good potential to undertake research or be a leading practitioner within a specialist area
Grade C 50-59.9% Fair performance – pass	<ul style="list-style-type: none"> • Articulates a fair critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment • Articulates a fair, critical understanding that integrates a few of the main areas of the specialist discipline • Demonstrates a fair breadth, detailed and critical knowledge, informed by current discipline developments • Displays a fair ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory • Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline • Demonstrates a fair ability to communicate knowledge (written, verbal, practical, visual) • Demonstrates a fair critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Shows a fair reflexive awareness of value judgements and assumptions embodied in the subject • Demonstrates fair originality, creativity or innovation in the application of knowledge and / or practice • Displays fair potential to undertake research or be a leading practitioner within a specialist area

	<ul style="list-style-type: none"> Submission/assessment meets the standards of SCQF Level 11
Grade D 40-49.9% Unsatisfactory performance – fail	<ul style="list-style-type: none"> Partial knowledge, understanding and interpretation of the relevant information, principal theories, concepts and current discipline developments Partial understanding of the breadth and depth of the discipline Limited ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory Insufficient application of specialist and/or professional skills, techniques or practices aligned with the discipline Demonstrates insufficient ability to communicate knowledge (written, verbal, practical, visual) Demonstrates a limited critical awareness of the scope and application of disciplinary and interdisciplinary scholarship Shows insufficient reflexive awareness of value judgements and assumptions embodied in the subject Partial demonstration of originality, creativity or innovation in the application of knowledge and / or practice Displays limited potential to undertake research or be a leading practitioner within a specialist area Submission/assessment does not meet the standards of SCQF Level 11
Grade E 0-39.9% Unsatisfactory performance - fail	<ul style="list-style-type: none"> Little or no understanding and interpretation of the relevant information, principal theories, concepts and current discipline developments Little or no understanding of the breadth and depth of the discipline Inaccurate appraisal of scholarship and evidence, and synthesise concepts, knowledge and theory Ineffective application of specialist and/or professional skills, techniques or practices aligned with the discipline Ineffective communication of knowledge (written, verbal, practical, visual) Demonstrates little or no critical awareness of the scope and application of disciplinary and interdisciplinary scholarship Consistent lack of reflexive awareness of value judgements and assumptions embodied in the subject Little or no demonstration of originality, creativity or innovation in the application of knowledge and / or practice

	<ul style="list-style-type: none">• Displays little or no potential to undertake research or be a leading practitioner within a specialist area• Submission/assessment does not meet the standards of SCQF Level 11
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