

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

|  |
| --- |
| **Module Code:** UCBP7005 |
| **Module Title:** Marketing Planning |
| **Tutor:** Dr Karam Al Mandil |
| **Title of the item of work:** Summative Assessment - Report |
| **Wordage:** 4500 |
| You are to prepare a marketing plan for an organisation of your choice. This plan should include key areas such as: the mission statement, external marketing audit, internal marketing audit, SWOT analysis, and the marketing strategies adopted.  ***NB:*** *the chosen company in this resit must be different from the first attempt.* |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***11/08/2023*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in pdf/Word format.  ✓ |