

UNIVERSITY OF CUMBRIA
COURSEWORK REASSESSMENT REQUIREMENT

Module Code: UCBP4005

Module Title: Principles of Marketing

Tutor: Dr Karam Al Mandil

Title of the item of work: Assessment 2 – Report (Weighting 60%)

Wordage: 1500

Select a goods manufacturing company of your choice and write a report that demonstrates how marketing activities are managed in this company. Your report should identify and explain:

- **The factors and trends in the marketing environment and their impact on the marketing activities in this company.**
- **The various options that the company can use to gather relevant marketing information.**
- **The elements of the marketing mix of this company (product, promotion, place and price) and how each element is managed by this company.**

Note: your chosen company should be different from the companies you chose in previous attempts.

SUBMISSION DATE AS PER STUDENT PORTAL



To be submitted by **16:00 BST** on **12/08/2022** in accordance with instructions given by the course team.



To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in Word format.