



**ASSIGNMENT 1ST SEMESTER : ADVANCED SERVICES
MARKETING: THEORY &
PRACTICE 4 (ASER401)**

CHAPTERS COVERED : 6, 7, 15 AND 16
DUE DATE : 24:00 on 20 MARCH 2012
TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, or the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 3500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 24:00 on 20 March 2012 for upload to the IMM GSM website. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark if received after 24:00 on 20 March 2012 and up to 17:00 the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, www.immgsm.ac.za, on Friday, 4 May 2012.

Answer ALL the questions
QUESTIONS ARE BASED ON THE CASE STUDY – CELL C

CASE STUDY ASSIGNMENT – CELL C

Please refer to the Cell C case study that accompanies this assignment.

Remember that the theory component of your answer contributes 20% to your mark while the application of the theory is worth 80%. Your assignment must be typed and should adhere to the general rules of the IMM Graduate School of Marketing pertaining to the style and format of assignments.

QUESTION 1 [25]

‘Club chat’ (focused primarily on the youth market in South Africa) has proven to be a successful Cell C product offer to strengthen its market share in a highly competitive South African cellular market. However, it remains imperative for Cell C to be aware of any change in the needs and wants of the youth market segment to retain its stronghold in this segment.

Develop a market research strategy for Cell C that will enable it to be aware of any changes in the needs and wants of this segment of its target market.

QUESTION 2 [25]

“Cell C is beginning to target the corporate market more aggressively with its Business Chat 400, 700 and 1000 contracts”.

Develop a relationship marketing strategy for Cell C that will assist the company in building, managing and strengthening relationships with this segment of its target market. Your strategy must clearly illustrate the necessity for a relationship approach, the value of relationship marketing to both Cell C and the corporate customer, the relationship value of corporate customers, the different customer profitability segments that are pertinent to the corporate customer and the most applicable relationship development strategy for this particular market segment. Support your answer with a visual illustration of how the relationship marketing strategy proposes to develop a corporate customer from acquisition to enhancing.

QUESTION 3 [15]

“An effective service recovery strategy has multiple potential impacts. It can increase customer satisfaction and loyalty and generate positive word-of-mouth communication”.

Guide the marketing executive of Cell C on the different service recovery strategies that are available when service delivery failures are experienced. In addition, also illustrate the expectations that customers have of service recovery and which strategy(ies) would be the most appropriate to secure a positive service recovery experience. In your answer keep in mind how customers respond to service failures.

QUESTION 4 [25]

Consult to Cell C how it should approach integrated marketing communications if the company wants to incorporate such a strategy into its brand building initiatives for 2013.

PRESENTATION [10]

ASSIGNMENT TOTAL: 100