



**ASSIGNMENT 1<sup>ST</sup> SEMESTER: MARKETING STRATEGY (M4)  
MARKETING 3 (MAR303)  
(CASE STUDY)**

**DUE DATE : 3:00 p.m. 20 MARCH 2012 OR  
during the exam on 28 May 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, 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.
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 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. 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](http://www.immgsm.ac.za), on Friday, 4 May 2012.

**SPECIFIC INSTRUCTIONS**

1. This assignment is based on the case study **Women 24.com**.
2. This is to test your APPLICATION of knowledge and theory.
3. Note the mark allocation and structure your answer accordingly.
4. Check your final submission for appearance, accuracy, spelling and grammar.
5. Your plan should be between ten and fifteen typed pages (Arial Font 12pt, line spacing 1,5).
6. The assignment should be typed up and include a cover page, table of contents and reference sections. All tables and figures are to be clearly numbered. Be creative in the presentation of the marketing plan.

**Case study reference: Simpson, J., & Dore, B., 2004. *Marketing in South Africa: Cases and Concepts*. 2<sup>nd</sup> ed. South Africa: Van Schaik Publishers.**

**Case Study: 25 – Women 24.com, pp.341-350. [Online] Available from: [www.immqsm.ac.za](http://www.immqsm.ac.za).**

**QUESTION 1****[90]**

As the newly appointed marketing manager for **Women 24.com**, you are expected to **compile** an integrated **marketing plan and strategy** that will address the following issues:

1. The differences between online media and 'traditional' media as well as changes in socio-cultural trends with respect to 'alternative media' and the growth in digital media in the SA market.
2. What challenges and factors are to be considered when launching a new product?
3. An appropriate segmentation strategy and positioning platform for **Women24.com**

The marketing plan should include:

- An executive summary
- A situation analysis including a PEST + L analysis
- A SWOT analysis
- Key issues identified
- Assumptions
- Goals and objectives to be pursued
- An overview of the marketing strategy

- Detailed action plans (tactical plans) around the key components of an appropriate marketing mix
- Budget estimates
- Controls and reviews.

**PRESENTATION [10]**

**ASSIGNMENT TOTAL: 100**