



December 2011

Dear Student

## **MARKETING STRATEGY (M4) MARKETING 3 (MAR303)**

### **CASE STUDY**

**May 2012**

The assignment for Marketing 3/Marketing Strategy is based on the case study: **Women24.com**. This assignment is due on **28 May 2012** and can be handed in at the examination venue. However you may submit this assignment together with other assignments on **20 March 2012** if you want your assignment marked prior to the exam.

There will be questions based on this case study in the Marketing 3/Marketing Strategy examination on **28 May 2012**. **You should therefore take the case study to the examination venue.** The questions based on the (seen) case study have been designed to be completed within ONE (1) hour. The remaining THREE (3) hours should be devoted to answering questions on a case study that will be given to you at the examination.

The case study counts **20%** towards the final assessment mark. Although the examination paper totals **100%**, the examination mark counts **80%** of your final mark.

To assist you with your preparation, we have enclosed some documentation for your perusal. It is important that your answers display an adequate understanding of the theory as well as practical application. Always justify any statements you make. There are no right or wrong answers - it is your approach and the justification of your approach that is important. So ensure that you tell the Examiner **what** you would do and **why** you would do it.

Note that this module does not have a specific prescribed textbook (only the case study text) but requires you to apply the knowledge you have gained from all your studies with the IMM GSM, especially the modules Principles of Marketing/Marketing 1, Practice of Marketing/Marketing 2, Marketing Communications, Consumer and Buyer Behaviour and Marketing Research.

**Please note:** This is an **open-book examination** and you would be permitted to take into the examination hall any material of your choice.

We wish you well as you prepare for the examination.

Yours sincerely

**IMM Graduate School of Marketing**

**The case study is available on the IMM GSM website [www.immqsm.ac.za](http://www.immqsm.ac.za)**