

ASSESSMENT

Assessment Component 2



LEVEL 5 ASSESSMENT SPECIFICATION

Student name:	Nur'aina Zulaekha Binti Zulhelmey	Student ID number:	2321905
Programme:	BA/HND Business Portfolio		
Module:	Marketing in Practice		
Module code:	BMBM5024	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Gwyneth Jones	Internal Verifier:	Robyn Griffiths
Assignment Title:	Marketing Plan	Word count:	Presentation (15 Minutes)
Submission deadline:	9 th May 2025	Return date of provisional marks & written feedback:	6 th June 2025
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

- Develop a strategic marketing plan that contains marketing objectives and a new marketing mix that will deliver the new strategic marketing direction.

Marketing in Practice – Assignment 2 Submission Template

Marketing in Practice – Submission Template Assignment 2: Marketing Plan for a New Strategic Direction.

Please provide the link to your Video Presentation in the box below

[Meeting in General -20250510 035856-Meeting Recording.mp4](#)

Please provide a Reference list of all the sources used to support your Video Presentation in the box below:

Functional Beverage Market Size | Mordor Intelligence (2024).

<https://www.mordorintelligence.com/industry-reports/functional-beverage-market>.

Kotler, P. and Kelle, K. Lane (2021) Marketing Management.

Statista (2024) Esports - Worldwide | Statista Market forecast.

<https://www.statista.com/outlook/amo/esports/worldwide>.

Mintel (2023) UK Sports and Energy Drinks Market Report 2023, Mintel Store.

<https://store.mintel.com/report/uk-sports-and-energy-drinks-market-report-2023>.

Health and Wellness - Consumer TrendSights Analysis, 2023 (2024).

<https://www.globaldata.com/store/report/health-and-wellness-consumer-trend-analysis/>.

Porter, M. E. *The Competitive Advantage: Creating and Sustaining Superior Performance*. NY: Free Press, 1985. (Republished with a new introduction, 1998.)

Booms, B.H. and Bitner, M.J. (1981) Marketing Strategies and Organization Structures for Service Firms. In: *Marketing of Services*, American Marketing Association, Chicago, 47-51.

Belch, G. Edward and Belch, M. (2009) 'Advertising and Promotion. An Integrated Marketing Communication Perspective,' Victoria [Preprint].

Euromonitor. (2023). *Energy Drinks Consumer Survey*.

Martin, M. (2025) 60 social media statistics marketers need to know in 2025.

<https://blog.hootsuite.com/social-media-statistics/>.

Bitner, M. Jo et al. (2024) Services Marketing: Integrating customer focus across the firm.

<https://www.mheducation.com/highered/product/Services-Marketing-Integrating-Customer-Focus-Across-the-Firm-Zeithaml.html>.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy and Implementation*. Pearson Education.

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
	20	
2. Knowledge and Understanding Skills		
	20	
3. Cognitive and Intellectual Skills		
	20	
4. Practical Application Skills		
	20	
5. Transferable Skills for Life and Professional Practice		
	20	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

