



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

13 Jackson Kaujeua Street  
Private Bag 13388  
Windhoek  
NAMIBIA

T: +264 61 207 2081  
F: +264 61 207 9081  
E: [coll@nust.na](mailto:coll@nust.na)  
W: [www.nust.na](http://www.nust.na)

**Centre for Open and Lifelong Learning**

# **FEEDBACK TUTORIAL LETTER**

## **2<sup>ND</sup> SEMESTER 2020**

### **ASSIGNMENT 1**

#### **Marketing Communications Strategy (MLY612S)**

## MLY612S S2 ASSIGNMENT 1 Feedback

Dear Student,

I have marked assignment 1 and here is the feedback including the guideline answers.

Tutor.

### QUESTION 1

Briefly outline any five (5) ways for promoting a newly launched product. Give the name of the product.

Name-----

- ✓ Advertising
- ✓ Direct marketing
- ✓ Public Relations
- ✓ Promotions
- ✓ Social media

10 marks

### QUESTION 2

Discuss five (5) key elements to consider when communication with customers. **10 marks**

- ✓ Think customer first
- ✓ Consistent branding of product or company
- ✓ Consistent message
- ✓ Build business case
- ✓ Develop communication centre
- ✓ Holistic approach

This is at a broad level which I expected from the questioning.

At a micro level, students could discuss the following;

- ✓ Content
- ✓ Audience
- ✓ Structure
- ✓ Media
- ✓ Timing

Discussing the communication theory i.e. sender/receiver dynamics is too narrow.

### QUESTION 3:

Discuss the goals of Integrated Marketing Communication (IMC) at the micro (specific/narrow) level.

- ✓ Creating awareness
- ✓ Imparting knowledge
- ✓ Projecting a uniform image
- ✓ Shaping attitude
- ✓ Stimulating a want of desire
- ✓ Effecting a sale

10 marks

#### QUESTION 4

Briefly discuss five (5) ways of segmenting a market for Integrated Marketing Communication.

- ✓ Geographical
- ✓ Demographical
- ✓ Psychographic
- ✓ Behavioural
- ✓ Media/social
- ✓ Price
- ✓ Time
- ✓ Sociometric Status

10 marks

#### QUESTION 5

Briefly outline five (5) reasons why it is increasingly beneficial to advertise on social media.

- ✓ It is fast
- ✓ Easy access
- ✓ Persuasive
- ✓ Cheap
- ✓ Wide reach

10 marks

#### General Comments

1. Students must read the question carefully for understanding
2. Answer the question fully using headings. Numbering etc. and quote literature to show that you have read widely especially in an assignment.
3. Do not copy and paste (plagiarise). This is an offense and students who continue to do so will be penalised.

**End of Assignment 01 feedback.**