Feedback Tutorial Letter

Marketing Communications Strategy MLY612S

Assignment number 1
MLY612S S2 Assignment 1 Feedback

Dear Students,

I have marked your assignments and below are the comments;

**QUESTION 1**
Discuss two (2) cost effective ways of promoting a newly launched product in a depressed market such as during the era of the COVID 19 pandemic. Give the name of the product. 10 marks

Students need to name the product first before discussing only two methods for promoting it. Students are expected to cite literature on the chosen promotion method to gain full marks.

**QUESTION 2**
Briefly outline five (5) key reasons for using social media when communicating with customers. 10 marks

This question was generally well answered.

**QUESTION 3**
Discuss five (5) goals of Integrated Marketing Communication (IMC) in a broad sense. 10 marks

Students were required to ‘discuss’ and not to list or itemize. Students who discussed fully giving examples got full marks.

**QUESTION 4**
Briefly discuss five (5) ways of segmenting a market for Integrated Marketing Communication. 10 marks

This question was generally well answered. The above comment also applies here.

**QUESTION 5**
Discuss the five (5) advantages of using billboards for advertising. 10 marks

This question was generally well answered and the comment in question 3 and 4 also apply here.
Total Marks for Assignment 01: 50

Overall comments

Students need to take note of the following;

1. Plagiarism is an offence and students who plagiarize will be penalized.
2. Presentation: Students need to present their answers effectively through the use of numbering, headings etc.
3. Quotation: Students need to quote from books, internet etc. as proof of wide reading.
4. Discussion: Where students are asked to discuss they should do so fully giving examples.

On the whole all students did well with the highest mark of 88% and only one student getting a mark below 50%. Well done.