

# Writing for students

## Some notes on writing for Marketing

From: <http://www.monash.edu.au/lls/llonline/writing/business-economics/marketing/2.xml>

### Research

In order to move quickly into the research for the major assignment, you need to think very practically about:

- the topic area (product/target market) you want to investigate
- the two companies you want to investigate
- Talk to other students, ask your tutor and make use of tutorials.
- How to decide on a topic?
- Get real

As soon as you get the assignment, mentally evaluate which topics are most viable. To make sure it was possible to get info on the coffee market, I searched for the topic on Dow Jones interactive database. Plenty of articles (200+) were found. If there were not enough, I would have changed my topic.

Once you have found there are enough resources, you know you'll be OK. Don't download them all though.

- Get a life
- > I thought I'd focus on the Consumer Services area, specifically the fast-food industry - I'm more interested in services and also I work at McDonald's. I would be able to relate the macro environmental forces to this, making it easier for me as I could picture examples.

Trying to relate life to work and vice versa is always good. It makes you more motivated for both.

- Get lucky

Choosing the topic market was one of the hardest parts. If you made a bad decision, it would have made things very tricky. If you start early enough, you can change your mind if need be. You can also email/call on your tutor to check it with him/her.

### Making the best use of class discussion

The class discussion clarifies the purpose of the assignment

- > *Ask as many questions as possible. Don't worry about sounding "dumb." Ask any question you can think of, no matter how silly it may sound. The tutor would make a point of saying that some things were important for the assignment. Immediately I would make a note at the top of the page for late reference. But by Week 9, because I hadn't yet chosen an industry, I was at a little disadvantage: I couldn't ask topic-specific questions and get some input from the tutor.*

### What is research?

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Is it:

- Looking up sources of information?
- Looking up sources of information to see which are most relevant?
- Looking up sources of information to see which are most relevant and skim-reading them?
- Looking up sources of information to see which are most relevant, skim-reading them, and then identifying the most important points for your assignment?

The first three are information gathering and are thus an important component of research. "Research" covers the whole process spelled out in number 4.

Note that identifying the most important points can involve:

- just highlighting
- some note taking
- a rough plan

### What does research for first-year marketing involve?

Marketing may be the first subject where you get your first real experience of what it's like to do university research. Researching is an art which requires practice. Don't be disheartened if your mark is not as high as you'd hoped. It's a learning experience - don't leave yourself too little time to learn.

- > *I quickly skimmed content of articles and found those most appropriate to the two areas to be discussed - macro environment and coffee market; and marketing mix of two companies. A very tedious but necessary task. I read through my final chosen articles (about 15) and highlighted segments of particular interest. I found an industry report on the IBIS World database. It was 50+ pages so I used the computer to search for the word "coffee" to direct me to the important areas.*

Amanda describes her searching as "tedious" and, yes, it is routine. Notice that, at each point in the process, she's exercising her judgment, making decisions, working out strategic short cuts. The more you research and the more you read the better understanding you get. You do need to be realistic about what you will need - and use - for a 3,000 word report. It's expected that you'll cite around five sources minimum of whatever kind for your assignment.

### Finding time

In a survey of first-year Marketing students after completing Assignment 2, 65% said they should have started work on it sooner. As you'll find out, one of the first skills for writing a good Marketing report is figuring out how much time you'll need to complete each task and subtask.

How long do you think it would take you to research the major assignment?

Examine the following time chart showing how three students spent their time in the four weeks before the assignment was due. How effectively do you think each one has used their time?

### Locating sources

- So many sources. So little time.
- What to do?
- Which sources would be appropriate to use for this assignment?

Books, Encyclopedia articles, Journal articles, Magazine articles, newspaper articles, Press releases, Product web sites, Product sites (e.g. supermarkets, department stores), Product labels, Advertisements

#### How would you go about locating these sources?

Appropriate locations are:

- Library's Catalogue
- IBIS World database
- ABI Inform database
- Dow Jones interactive
- Internet sites
- Product outlets/retailers
- TV, radio

- > *Once you start looking, you find information all over the place: on the side of trams, at railway stations, talking to people. I visited the supermarket to choose my two coffee companies.*
- > *There were many more resources I could have used - like the CDs - but time was not permitting. It's easy to leave things to the last minute now there's no required draft, and no-one is checking up on you.*

Probably the best resource to help you identify what you need to do for your research is the Virtual Librarian site and the Marketing Subject Guide. This covers:

- Before you start
- Books
- Using databases
- Journals
- Internet
- Other useful information

- > *Research is something I always tend to underestimate, and find myself running out of time. Either that or all the good stuff has already been taken. Memo to self: must go in at least four weeks early when fewer people are thinking about the assignment; that way all the books should be there.*
- > *What happens then is that you need more time to integrate all the different info: I used a lot of subheadings in my planning for the different aspects of the marketing mix to organize my information. That way I would not neglect any area that had to be dealt with.*

#### Structure

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Some guidelines for structuring the major assignment:

- Executive Summary
- Outline the major sections of the report, saying what your main findings were.
- Table of Contents
- Introduction
- Choose industry - DEFINE IT. Briefly outline purpose, scope (what you're going to cover), and any background needed to understand the industry.
- **Part 1**  
Macro forces - what are they, how does each one affect your topic area? Name them all; don't leave any out. As you examine each one, add in more detail for most important ones. Include positive and negative impacts, actual or possible effects (short-term, long-term).
- **Part 2**  
Marketing mix - define. Choose two companies, discuss differences.  
Company 1: how positioned in the market, primary target markets; marketing mix (4/7Ps).  
Company 2: how positioned in the market, primary target markets; marketing mix (4/7Ps).
- **Comparison**  
Sum up the major points of comparison between the two companies. Where are they similar, where different?
- **Conclusion**  
Briefly overview the industry, highlighting most significant elements of macro forces discussion for Part 1, and then assess the position of the two companies, comparing marketing mix and other important differences for Part 2.
- **Reference List** - List only those references you cite in the report.

Be sure you use informative headings to guide your reader throughout the report.

#### Drafting

Most students do their first draft straight on to the computer. One student, Briohny, feels more comfortable writing first, then word-processing later:

- > *Hand writing helps me think more clearly in the early stages of planning and writing an assignment. I can write more quickly than I can type. I can carry my paper around and jot things down as I think of them.*

How do you prefer to work? How might this impact on your effectiveness?

- > *I keep my references handy so I can keep reminding myself, for example, what "macro forces" are as I write.*
- > *I do further research during the writing process - that was because I found areas that needed further investigation.*
- > *Before printing it off, I quickly checked through the assignment to check for any mistakes. I don't like doing this and usually don't do it in great detail which is one of my faults - I'd rather not see the problem than have to fix it. This is another reason why I should start my assignments early - so I have an extra day to go through and perfect them.*

#### Method of structuring

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There is a limited number of ways you can structure a report. For Part 2 of the Marketing report, there are at least two ways you can think about structuring it:

#### Method 1

Company A

Target Market

Market Positioning

Marketing Mix (application of marketing mix to the target market)

Company B

Target Market

Market Positioning

Marketing Mix (application of marketing mix to the target market)

Comparison

Conclusion

#### Method 2

Target Market - Company A, Company B

Market Positioning - Company A, Company B

Marketing Mix - Company A, Company B

Product - Company A, Company B

Price - Company A, Company B

Promotion - Company A, Company B

Place - Company A, Company B

People - Company A, Company B

Process - Company A, Company B

Physical Evidence - Company A, Company B

Conclusion

What might be the advantages and disadvantages of each?

**With Method 1**, you give yourself a very clear-cut approach: you can see how much you're writing on each and you can, to a certain extent, imply comparison throughout the Company B section. You do need to be careful to write a fairly thorough and explicit Comparison section before your conclusion, though.

**With Method 2**, you run the risk of getting yourself a little confused trying to coordinate your information for the two companies throughout. If it's well done, this can still be a good approach. You won't necessarily need a Comparison section, because you have been comparing all the way through.

#### Writing the introduction

The introduction and the conclusion are key elements in the structure of your report. They are the bookends that stop the bits in the middle collapsing, if you like.

Here are some important things you need to do in the introduction:

- You need to define what you are going to talk about. Otherwise your marker can't tell if you've talked about it meaningfully or not.
- You need to show your grader what you are trying to do with your topic - your direction.
- You need to show your marker what you are going to cover (and what you're not, if need be).
- You need to give your grader background information necessary to their understanding.

The following sample introduction has both strengths and weaknesses. Read it and see where you think the strengths and weaknesses lie.

#### **Introduction 1**

##### 1.1 Purpose

The purpose of this report is to identify how Westpac Banking Corporation and ANZ Banking Group use the marketing mix to attract their specific target market.

*A definition of the banking industry would have been useful. It is helpful to outline the overall purpose of your report.*

##### 1.2 Background

Over the past 20 years, the banking industry in Australia has experienced significant pressures from a number of areas that have changed "and continue to change the landscape of the banking industry" (Ibis Report). The de-regulation of the financial system in the 1980s has arguably had the greatest impact on the banking industry; however, the ever-increasing influence of technology also cannot be over-stated.

*As above, while it is useful to have background - and the background here is good - you do not have to use numbered sections unless you want to.*

The four major banks collectively control 73% of industry assets (Ibis World). The market segments comprise individual clients (53%) and the commercial sector (35%), with governments and financial intermediaries having a lesser influence (Ibis Report)

*The student has clearly done useful research. It would also help the reader to have the scope of the report spelled out in the introduction. The three references to Ibis World should have been more specific.*

#### **Introduction 2**

Pre-mixed drinks were introduced in response to the demand of a segment in the alcoholic beverage market, especially by the younger age group who did not like the taste of stronger alcoholic drinks. In general, the pre-mixed alcoholic beverage industry includes wine coolers and spirit-based products. For a while they were also called the "alcopops" which were also tagged "New Age drinks" (Simpson, 2000, p.16).

*This introduction jumps too quickly into the background: you need to orient your reader to the nature of the report and its focus at the outset. Defining the industry would be useful. Good use of reference here - gives added understanding of the industry.*

For the purposes of this assignment, the focus will be on the pre-mixed alcoholic beverage industry in Australia, concentrating on one of the older products, and one of the newest, Bacardi Breezers, with regard to differing marketing mixes.

*Very clear presentation of the scope.*

### **Writing the conclusion**

When you finish writing, leave yourself time to stand back from your report so you can get some perspective on it. Read the whole thing through again, making notes before you start the conclusion.

There are some important things you need to do in the conclusion:

- You need to link it to the rest of your report.
- You need to highlight the significant elements from your report (from both parts).
- You need to draw out the main points you want to make about the topic - and make them at a general level.
- You need to avoid introducing new material.

Read the following sample conclusion. Note how it is organized and see where you think the strengths and weaknesses lie.

#### Conclusion 1

It can be seen then that differences do exist between Coca-Cola and Pepsi Cola. This can be seen in the marketing variables which are the basis for segmentation such as age and geographic variables. In a competitive market, both companies must identify and target different market segments in order to remain at the cutting edge. Differences between the companies are evident with respect to product, pricing, place and promotion. Coca-Cola relies heavily on value: quality is more than something we see or taste. (<http://www.coca-cola.com>). Pepsi, on the other hand, relies on its success resulting from superior products and high standards of performance (<http://www.pepsico.com>).

*Good - refers back to the comparison.*

*Needs more explicit focus on most significant macro forces from Part 1*

*Sums up main points.*

*Highlights significant features from Part 2.*

*This section is sounding too much like a promo from the sites.*

#### Conclusion 2

Organizations in our era are extremely sensitive - as they must be - to demographic, political, technological and economic developments. Environmental changes most affect strategic perspective. With respect to the marketing mix, quality in the biscuit industry is a key factor. For example, Arnott's uses its Sunshine brand to compete at the budget end of the market, but promotes its own brand on the basis of quality at the upper end. Competition with non-biscuit products such as snack food and confectionery is partly on the basis of packaging. Even though the two companies have different specialties, the price, distribution and promotion are very

similar. It can be seen that Arnott's have a stronger market share than Nabisco due to stronger promotion, more variety of products and brand loyalty.

- > *Good attempt to raise the significant elements from Part 1.*
- > *This is a little too specific for a conclusion: the student needs to focus on drawing out main points at a general level.*
- > *Some of this could have been positioned earlier in the report rather than in the conclusion.*
- > *Good here - gets back on the track of the significant similarities and differences.*
- > *An effective marketing program brings together all of the elements of the marketing mix to achieve the organization's marketing objectives by delivering to customers what they want and need. Thus, the most successful companies will be those that can meet these needs most effectively*
- > *Good general level of discussion here, though could be referring to the industry.*

### **Using sources**

"Originality is the art of concealing your sources."

Malcolm McLaren, philosopher and manager of the Sex Pistols

It is likely that your university lecturer will not agree with Malcolm McLaren. One of the main difficulties identified by first-year Marketing students is how to integrate source material without running the danger of plagiarism.

At school, the main sources you consulted were textbooks. At university, it is important to consult a range of sources, and so you will be faced with an array of different text types.

As a Marketing student, you are expected to:

- research your topic
- come to an opinion or view about the topic area
- use marketing theory to frame your response

Thus, you are not simply putting forward a lot of information about your topic. You are producing your own original piece of research with your own interpretation.

How to do this? To start with, it's important to realize that much of the material you read for the marketing report is often not the best model for how you are expected to write as a Marketing student.

Why? Let's begin by considering how textbooks and other sources actually function.

Textbooks are works written especially for students, and thus they attempt to present a body of knowledge in a coherent form for general consumption. But you are not expected to write as if you were writing a Marketing textbook.

Some other sources you can read and model your writing on include the following:

- works of original scholarly research, presenting knowledge that other researchers can build upon
- other types of texts which disseminate or pass on information

### **Magazines and academic journals**

Magazine and academic journal articles have some very different features. If you want to model your writing on the style of academic journals, you should study the features of research writing so you can begin to use them in your own writing.

Read the following extracts and try to decide which are from a magazine and which come from an academic journal. How can you tell? What differences are there between them? (You may come across some unfamiliar expressions in these passages. Just make a guess at the general meaning and keep on reading, as you would for any academic research.)

The first example is done for you:

#### **Example extract**

The Hispanic Consumer Panel had its origins about five years ago. "We saw a need to understand what Hispanics were purchasing", Greenberg says. "There was nothing really available that fully captured Hispanic purchasing behavior. Some services just included acculturated Hispanics, others were not capturing urban consumers and, in many cases, the information was not continuous, so you couldn't compare households from one year to another."

**Answer:** magazine

Let's see what the passage might have been like if it appeared in an academic journal:

The Hispanic Consumer Panel had its origins about five years ago (Greenberg 1998). It was conceived with the intention of exploring Hispanics' purchasing behavior, as there was a dearth of research on the topic. There were problems with the research which had previously been conducted: much of it had been limited to acculturated Hispanics; or did not capture urban consumers; or did not lend itself to longitudinal studies (Greenberg, 1998, p. 10).

Although the assignments had deadlines, they're still a lot broader than for Year 12 and so you need to make the effort to clarify things with the tutor, lecturer, or past students. There are a lot more resources and materials to get lost in - that's why research needs to be started a lot earlier.

You will find the better models for the kind of writing you need to produce as a student in the academic journals such as the Journal of Marketing, the Journal of Marketing Research, and the Journal of Consumer Research. In first year, you read text books (such as Kotler) and a range of other information sources. Only a few of these are likely to be research journals, so you need to read these carefully. Pay attention to the style of academic journals so that your own academic writing style can develop.

When you are in the workforce, your writing styles will need to change again. By that stage, the kind of writing that is appropriate in that context may be much more like that of the industry reports and trade magazines you use frequently now! So all your academic and professional writing is interlinked throughout your life. But it is important to be very aware of which kind of writing is appropriate and when.

Consider the following excerpts from three satisfactory Year 12 Business Management reports. Because the subject is Business Management and thus is similar in that it is also a business report, you might think at first that the same kind of writing is acceptable in first-year Marketing, but it is not.

#### **Excerpt 1**

My personal objectives were to understand how an organization responds to pressures for policy change and see how the company's Training and Development policy could succeed in addressing those areas in need of improvement.

The information required will involve an examination of the previous Training and Development policy, including the pressures faced by management in regard to change, and a detailed account of the policy response to the pressures. An assessment of the comprehensiveness of the company's policy response, and its effect on structures and activities must be addressed. I will also need to establish appropriate criteria for evaluating the policy response, as well as provide an assessment of the policy with regard to these criteria. Finally, an explanation of the organization's likely management response to Training and Development in the future will be provided.

*Personal objectives, outlined to fulfill criteria for Year 12 writing tasks, are usually not expected in a university assignment.*

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*These sentences could be taken from a university-level report.*

I will also need to establish appropriate criteria for evaluating the policy response, as well as provide an assessment of the policy with regard to these criteria. Finally, an explanation of the organization's likely management response to Training and Development in the future will be provided.

*This sentence reverts to the personal involvement of Paragraph 1. Because the approach in university writing, while responding to task requirements, is largely self-directed, you would say something like: "Criteria will be established and policy assessed..."*

#### **Excerpt 2**

Arnott's Ltd. is the organization from which a policy response was gained. Arnott's is the largest biscuit manufacturer in Australia, as well as the 7th largest in the world. Every year, Arnott's turns over 26,000 tons of biscuit and makes \$900 million in sales revenue. A continued emphasis on International Competitiveness (IC) is essential in keeping Arnott's at the forefront of biscuit manufacturing.

Central to Arnott's policy response was the introduction of the Quality Enterprise Philosophy (QEP), which was a bridge to make Arnott's more IC. The theoretical basis of the QEP was for Arnott's to become customer driven in cost, quality, and service<sup>1</sup>. Other characteristics of the QEP are:

- Responsibility for managing the worksite allocated to those doing the work
- Flexible production systems based on short cycle times and zero defects
- Team approach with flexible, skilled resources
- Strong reciprocal obligations defining relationships
- Decisions and actions based on facts (data).

1. Arnott's information pamphlet.

*Arnott's Ltd. is the organization from which a policy response was gained.*

Arnott's is the largest biscuit manufacturer in Australia, as well as the 7th largest in the world. *At university, this statement would require a reference.*

Every year, Arnott's turns over 26,000 tons of biscuit and makes \$900 million in sales revenue. *This one would, too.*

A continued emphasis on International Competitiveness (IC) is essential in keeping Arnott's at the forefront of biscuit manufacturing. *This observation sounds like general knowledge, but perhaps there are some companies for whom this would not be the case. That means it would be someone's opinion; hence at university a reference would be needed.*

Central to Arnott's policy response was the introduction of the Quality Enterprise Philosophy (QEP), which was a bridge to make Arnott's more IC. The theoretical basis of the QEP was for Arnott's to become customer driven in cost, quality, and service<sup>1</sup>.

*This statement could be regarded as introducing the next statement which is referenced, but there are two problems with this: The "bridge" sounds as if it's taken from somewhere so it should be paraphrased; and "Arnott's information pamphlet" may not be enough (maybe Arnott's has a lot of information pamphlets).*

*Note that the reference is presented as a footnote and so is not done according to the Harvard (in-text) style required for marketing assignments.*

Other characteristics of the QEP are:

- Responsibility for managing the worksite allocated to those doing the work
- Flexible production systems based on short cycle times and zero defects
- Team approach with flexible, skilled resources
- Strong reciprocal obligations defining relationships
- Decisions and actions based on facts (data).

*This is obviously coming from somewhere; even if it's from the same pamphlet, another citation should be given.*

<sup>1</sup> Arnott's information pamphlet.

### Reference list

At the end of your report you will have a list of the references you CITED in the course of your report. When you are proof-reading, you should be able to cross-reference each text on the list with a mention - or citation - in your report.

### **What should the reference list look like?**

There are quite specific conventions according to the referencing style generally used in your discipline - which your tutor will expect you to familiarize yourself with. These conventions are quite tricky to remember at first, but if you keep beside you a model such as the one below - where the student has been very consistent - it becomes easier. Look at the sample entries below and notice their differences and similarities.

- Assael, H., Reed, P. and Patton, M. (1995) Marketing: Principles and Strategy Harcourt-Brace, Sydney.
- Foster's News Release (2000) World-first a winner at Carlton and United Breweries, [www.fosters.com.au/media\\_oracle.asp](http://www.fosters.com.au/media_oracle.asp), accessed 15/08/2004
- Gentle, N. (2000), "Light Beer To Cost More Under Bill To Scrap Subsidy", Canberra Times, 25 May 2000, p.1-2.
- IBIS World (2000), G5123 Liquor Retailing, [http://www.ibisworld.com.au/industry/Definition.asp?industry\\_id=39](http://www.ibisworld.com.au/industry/Definition.asp?industry_id=39), accessed 17/08/04.
- Kotler, P., Armstrong, G., Brown, L., Chandler, S. A. (1998), Marketing, (4th edn), Prentice Hall, Sydney.
- Lamb, W., Hair, J., McDaniel, C. (1998), Marketing, (4th edn), South-Western College Publishing, Cincinnati.
- Lloyd, S. (1999), "Liquor Companies Find A Pre-Mixed Blessing," Business Review Weekly, 20 August, p.1-2.
- Oey, P. (1998), "Asia on the Fast Track", Drug and Cosmetic Industry, 22 May, p.2.
- Simpson, W. (2000), "Sweet Surrender", Sydney Morning Herald, 2 February, p.16.

### **How could the student reference list below be improved?**

Comparing it with the sample list above, see if you can find at least three mistakes.

### Bibliography 1

- Kotler, P., (1998), Marketing, (4th ed.), Prentice Hall, Australia
- Kotler, P., (1998), Marketing Management - analysis planning implementation and control, (9th ed.), Prentice Hall, Australia
- ABIX - Australian Business Intelligence: Retail World
- Australian Financial Review, 28/8/00
- Sunday Star Times, 13/8/00
- Red Bull GmbH, [www.redbull.com](http://www.redbull.com)
- Frucoor Ltd, [www.frucoor.com](http://www.frucoor.com)
- IBIS Reports, [www.ibisworld.com](http://www.ibisworld.com)
- Dow Jones International, [www.dowjones.com](http://www.dowjones.com)

See if you can find at least three mistakes with this reference list as well.

### Bibliography 2

- Assail H., Reed P., and Patton M, "Marketing: principles and strategy", Harcourt Brace, Australia, 1995.
- Jain S. "Marketing Planning and Strategy", (4th ed), South Western Publishing Co, USA 1993.
- Keegan W., Moriarty S., and Duncan, T, "Marketing", Prentice Hall, USA, 1992.
- Keegan W., Moriarty S., and Duncan, T, "Marketing", (2nd ed), Prentice Hall, USA, 1995.
- Kotler, P, "Marketing Management" (8th ed), Prentice Hall, Australia, 1994.
- Kotler, Armstrong, Brown, Adam, Chandler, "Marketing", Prentice Hall, Australia, 1998
- Zikmund W. and D'amico M. "Marketing", (3rd ed), John Wiley and Sons, USA 1989

### **Web Sites**

- <http://www.corporateinformation.com/ausector.html>
- <http://www.natfoods.com.au/>

### **Defining and discussing**

For Part I, it is important to develop your ability to define and discuss. What does this mean? Examine the following examples to see how these students define, then begin to discuss:

#### Example 1

The economic environment consists of "factors that affect consumer purchasing power and spending patterns" (Kotler et al, 1998, p.113). There are numerous factors in the economic environment that may influence and potentially have a profound impact on the banking industry. The most obvious of these are cyclical fluctuations in the level of economic activity...  
*Student defines by making a statement, quoting from a reference and citing the source. He then moves from the general to the specific to discuss in terms of his chosen industry.*

#### Example 2

Demography may be defined as the "statistical study of human population and its distribution" (Stanton, Miller and Layton, 1991, p. 23), measured in terms of age, sex, density, location, race, occupation, etc. If the baking industry is to prosper, they must be able to identify the changes and trends in their demographic environment and cater their services to meet or respond to these changes...  
*Student gives the definition, quoting from a reference and citing the source. She then moves from the general to the specific to discuss in terms of her chosen industry.*

#### Example 3

Fifield (1998, p. 33) defines promotion as "the whole array of methods and procedures by which the organization communicates with its target market". Promotion can be accomplished using a number of different methods...  
*Student gives the name and reference of the author presenting the definition, quoting it and then moving from the general to the specific to discuss in terms of his chosen industry.*  
*It is good to present definitions in different ways to make your writing more interesting for your reader. In general, you should try to paraphrase your sources, but for definitions, for obvious reasons, it is difficult not to use direct quotation.*

### **Paraphrasing**

#### Sample 1

The over-heated share-markets are unblinking in their admiration for the internet and the opportunities of e-business...

#### Sample 2

The kangaroo symbol [of Qantas] represents a proud history focused on reliability, safety, engineering excellence and customer service.

*There are expressions in both of these which are clearly derived from sources: "unblinking in their admiration", "a proud history". Even when it's not so clear that the wording comes from a source remember that your marker is very familiar with all the textbooks on the subject and marks hundreds of assignments each year.*

*In the case of these two examples, the expressions are not so important that they should have been quoted directly, so the students would have been better off paraphrasing, e.g.:  
Share markets may in time regret their current excessive enthusiasm for the possibilities of e-commerce (Bloggs, 2000).*

*The kangaroo image links Qantas to all that is thought to be best about Australia: this includes qualities such as reliability and safety, high-quality engineering and service (Smith, 1999).*

#### Amanda's assignment

Amanda: Amanda is a first-year Marketing student. For her first assignment in the subject,

Amanda chose to focus on the instant coffee industry.

#### Report topic:

Select a specific product/target market from within the broad areas identified below and:

- Discuss how the macro environmental variables have had an impact on this market making sure you show that you understand all the macro environmental variables that are likely to have an impact.
- Identify two different marketing mixes used by two different companies to target the market you have identified.
- Use examples to support your discussion where appropriate.