



STAGE 3

PROJECT

GUIDELINES

Objectives

The objectives set for students undertaking the Stage 3 Project are:

1. To gather in a rigorous manner secondary and primary marketing information on the market outlined. The project allows students to gain a better understanding of the market in question.
2. To process and integrate the material acquired from the various subjects on the programme at Stage 3, in a sustained exercise of intellectual ordering.
3. To produce a well structured, well presented, coherent, literate document.
4. To develop the skills of collection, evaluation, analysis and presentation of marketing information and to relate it to the chosen market.

Project Requirements

The format of the project is similar each year. The project asks a number of questions about aspects of marketing theory and practice. The students must research, analyse and interpret the material necessary in order to answer these questions. The project brief usually has five main components. Marks are allocated across these five sections, namely:

1. Provide an overview of the market in question and a description of the main segments and major players involved.
2. Comment on how buyer behavior factors have affected demand in the market.
3. Conduct both secondary and primary research to identify the promotional strategy used by a company in this market.
4. Discuss the diversity existing in the chosen market across Europe.
5. Fully integrate the theory being studied with the practical scenario described in the project outline.

Suggested Approach

The investigative and analytical requirement of the questions set out in the project are a challenge for the student to initiate his/her own investigation in terms of gathering the information necessary to answer these questions and to draw on and integrate the marketing theory from the course modules. It is expected that students will use theories, frameworks and concepts from their Stage 3 subjects to address the assignment presented. In particular, students should apply, and not merely regurgitate, theoretical concepts from their Buyer Behaviour, Marketing Communication, Management of Sales and International Marketing Management and Strategy modules covered at Stage 3.

As primary research is a requirement of this project, students should clearly indicate the methods used to gather this primary research. In addition, students are required to document fully the specific sources of secondary data used in writing the report and a detailed bibliography should be included. Although the content of the project is of the utmost importance, the presentation of the project is also an important consideration. The report should be organized into clear sections and the style used in the report should be clear, sharp and vigorous.

It is advised that students read past examiner's reports. These reports profile the strengths and weaknesses of past projects and may provide students with essential advice on how to improve their project. It is particularly important for students to read these examiner's reports considering the project differs from other subjects covered at Stage 3, in that it requires students to manage their time and work schedule, without regular classroom supervision.

The Stage 3 project will be judged in accordance with how well it fulfills the objectives set out above. Therefore the examiner will be considering:

- The **research** - its quality, thoroughness, accuracy and relevance.
- The **coherence** of its arrangement - the logic with which the material is arranged.
- The **expression** - the degree to which the style presents the material with clarity.
- The **presentation** - the overall production including layout, typography and visuals.