



MKC1200 – PRINCIPLES OF MARKETING

Assignment 4: Individual Assignment – the STP Essay (15%) 1500 WORDS

Due date: Week 8 by 11 PM, Friday 28th April 2017 (Moodle submission)

Segmentation, Targeting, and Positioning (hereafter referred to as **STP**) is one important marketing strategy commonly used by marketers to align their products with the right customers. This strategy is essentially an analytical tool that assists marketers to make critical decisions about (1) *whom* their products should target and (2) *how* to position their products (relative to competitors' products) so that they are accurately perceived by the selected target market.

Your main task is to put yourself in the place of a marketing analyst, and critically evaluate the STP strategy used by Nestle for one of its products, the Nescafe Blend 43, as shown below. In particular, you are required to (1) identify the targeting strategy used by Nescafe Blend 43 in the instant coffee market, (2) determine the specific target market for this product and identify the segmentation variables used to derive this target market, (3) analyse the bases of product positioning strategy for this product, and (4) create a perceptual map for the instant coffee market based on two selected evaluative criteria (not the combination price/quality).

NOTE: your analysis should focus on the **Australian** market **ONLY**.



Nescafe Blend 43 (Nescafe.com.au, 2017)

For this task, you are expected to:

1. Research the company and the product extensively; in particular, how the product is promoted in Australia.
2. Collect any **online** and **offline** promotional materials used for the focal product Nescafe Blend 43, as well as the promotional materials used by Nestle for its instant coffee in general. Promotional materials include, but are not limited to, advertisements, brochures, and websites.
3. For Nescafe Blend 43, describe its targeting strategy in the instant coffee market by taking into consideration the range(s) of its product offerings. Identify its specific target market based on the information/evidence provided in promotional materials and other relevant resources. More specifically, describe the market segment profile of this target market. Then, identify the segmentation variables used to derive this target market. Furthermore, critically analyse the bases used to position this product.
4. Finally, briefly research on the other brands that compete in the instant coffee market. Create a perceptual map for the instant coffee by taking into consideration two evaluative criteria (not the combination price/quality) and plotting Nescafe Blend 43 and three other brands on the map. The justified selections of the two evaluative criteria (not the combination of price/quality) and the three other brands are of your choice.

More detailed information:

- You are expected to use **at least 6 references** in total for this assignment. The essay should be fully and correctly referenced using the [APA 6th referencing style](#). The same reference should not be used more than five times. Moreover:
 - You must use at least two marketing textbooks as references.
 - You must use at least three academic journal articles (Note: a limit of two references from the course reading list applies).
 - Promotional print materials (newspapers, magazines, flyers, product brochures) should be included as references where appropriate.
 - Wikipedia and lecture slides should not be used as references.
- The format must be **a structured essay with section headings**. Chapter 5 of the [Q-manual](#) provides further guidelines on essay writing. You should use headings to better structure your essay. Tables and figures can also be used to better represent some information. No bullet points are allowed.

- Formatting requirements: You must use Times New Roman size 12 font, 1.5 line spacing, fully justified paragraphs and 2.54 cm margins on A4 pages. Pages should be numbered. The first page is a title page which includes your name and student ID, tutor's name, and word count. You are encouraged to use some creativity when producing the title page (e.g. colours, company logo, product pictures). This is to be followed by the first page of the essay (numbered page 1- the title page is not numbered).
- Word limit: 1500 words excluding title page and references. The rationale behind the word limit is to encourage more concise writing and focus on the main task. **Note that 10% of the marks allocated to this assessment task will be deducted if the submitted essay is less than 1350 words or over 1650 words.**
- Note that **50 marks will be deducted** from your final essay mark if you do **NOT** reference (cite) your work **at all (i.e. no in-text citation and reference list)**. However, **25 marks will be deducted** from your final essay mark if you do not have **in-text citation or a reference list**. **In addition, where there are reasonable grounds for believing that plagiarism has occurred, this will be reported to the Chief Examiner for further investigation.**

Pre-submission to-do-list:

- Read the assessment rubric (the last page of this document) so you know which components are assessable. The rubric will help you to **focus on important elements** expected to be discussed in your final essay.
- If you are not familiar with the APA^{6th} referencing style, seek advice from the "Research and Learning Point" in the library. Being able to do in-text citation and compile a reference list is a standard expectation when writing an academic essay. Allow time to reference your work properly.
- Do **NOT** submit on the due date at exactly around the due time. Submit at least 2-3 hours **earlier** to avoid potential technical problems. No special consideration will be granted as a result of last day technical problems. So late submission means that a penalty applies.
- Save a copy of your essay file on a USB or a CD or your email in case you are asked to resubmit.

Submission details:

- A **softcopy** of this essay must be submitted.
 - **SOFT COPY of Assignment 4**
 - ✓ The soft copy of this essay (in .pdf, .docx or .doc format) must be uploaded on **the unit Moodle site** no later than **11 PM on Friday 28th April 2017 AEST.**
 - ✓ Note that on the Moodle site, you need to read and agree to the "Plagiarism Declaration and Student Statement" before uploading the essay.

- ✓ Note that only **ONE** document can be uploaded (in .pdf/.docx/.doc format). The title page, the essay, and the references must be one single document.
- ✓ **Note that your tutor will mark the soft copy of the essay and a late submission penalty is based on the soft copy submission.** In addition, the unit coordinator and your tutor have the right to use this soft copy to conduct the plagiarism test when necessary.
- ✓ A penalty will apply to late submissions (i.e. any time after 11 PM AEST).

Penalty for late submissions:

- The late lodgement of the written assignment will incur a penalty.
- Penalty for late submission: 10% of the marks allocated to this assessment task will be deducted for each 24hrs (or part thereof) that the paper is late. This also applies to weekends.

Applications for extension of time

- A deadline extension will be considered only after a Special Consideration form has been submitted **to the Chief Examiner**, with appropriate supporting evidence. Submission of an application does not guarantee an extension. Applications for extensions must be submitted as early as possible, and in any event, no later than 48 hours after the deadline.
- Approval, if granted, will be given in writing (in hard copy or via email) by the **Chief Examiner** only.

ESSAY WRITING GUIDELINES FOR THE STP PROJECT

Here we provide the essay structure that we expect you to follow when completing your task. Please keep in mind that the essay structure below is our minimal expectation of your work.

You are encouraged to consider other elements not listed under each heading below as long as these elements are relevant to your main task and can potentially enhance the quality of your work.

Also, you are reminded that you must follow the **APA 6th** referencing style for both in-text citations and the reference list.

Introduction

- Clearly state the purpose of the essay
- Provide a brief discussion of the company and the focal product under investigation

Targeting strategy

- Discuss Nescafe Blend 43's targeting strategy in the instant coffee market
 - Fully justify the targeting strategy using marketing theories and evidence from your research

Target market and Segmentation Variables

- Provide a detailed discussion on the specific target market of the Nescafe Blend 43
- Describe the market segment profile of this target market
 - Fully justify the target market based on evidence from your research
- Discuss segmentation variables used to segment the market
 - Fully justify these segmentation variables using marketing theories

Product positioning

- Discuss the positioning of this product, including the bases for positioning
 - Fully justify this positioning strategy using marketing theories and evidence from your research

Perceptual mapping

- State the two evaluative criteria chosen to draw the perceptual map (not the combination price/ quality).
 - Justify why you chose these two criteria
- Draw the perceptual map
 - Plot Nescafe Blend 43 and three other instant coffee brands on the perceptual map

- Justify why you put the brands in their respective locations
- Explain what the perceptual map actually tells us

Conclusions

- Summarise your main findings

Reference List

Appendices

- Include all paper-based promotional materials for Nescafe Blend 43
 - You can take pictures of the promotional materials and insert them here
- Include all online promotional materials for Nescafe Blend 43
 - Websites – state the website URL
 - Videos – state the video URL
- Include all paper-based and online promotional materials used by Nescafe Blend 43 in the instant coffee market
- Include all paper-based and online promotional materials used by the other brands that you investigate

MKC1200 Assessment Task 4 Marketing Essay: Marking Rubric

Essay content quality (80%)					
	Fail	Pass	Credit	Distinction	High Distinction
Introduction of purpose (5%)	Lacks statement of purpose	Statement of purpose is unclear/not coherent	Statement of purpose is clear	Statement of purpose is logical, clear, and concise	Purpose is well stated: persuasive, clear, concise, logical, and coherent
Introduction of the company and the product (5%)	Lacks introduction of company and product	Some attempt to introduce the company and product	Adequate introduction of company and product	Clear and appropriate introduction of company and product.	Comprehensive, clear, concise and appropriate introduction of company and product
Discussion on the company's targeting strategy (15%)	Discussion of targeting strategy is lacking or incorrect without any supporting evidence	Discussion of targeting strategy is present and seems correct but without any supporting evidence; no evidence of critical analysis	Discussion of targeting strategy is present and somewhat correct with adequate supporting evidence; limited evidence of critical analysis	Discussion of targeting strategy is present and mostly correct with strong supporting evidence; critical analysis is thorough	Discussion of targeting strategy is present and correct with strong supporting evidence; critical analysis is confident, thorough and well-articulated
Discussion on the product's target market (10%)	Discussion of target market is lacking or incorrect without any supporting evidence	Discussion of target market is present and seems correct but without any supporting evidence; no evidence of critical analysis	Discussion of target market is present and somewhat correct with adequate supporting evidence; limited evidence of critical analysis	Discussion of target market is present and mostly correct with strong supporting evidence; critical analysis is thorough	Discussion of target market is present and correct with strong supporting evidence; critical analysis is confident, thorough and well-articulated
Discussion on segmentation variables (10%)	Discussion of segmentation variables is lacking or incorrect without any theoretical support	Discussion of segmentation variables is present and seems correct but without any theoretical support; no evidence of critical analysis	Discussion of segmentation variables is present and somewhat correct with adequate theoretical support; limited evidence of critical analysis	Discussion of segmentation variables is present and mostly correct with strong theoretical support; critical analysis is thorough	Discussion of segmentation variables is present and correct with strong theoretical support; critical analysis is confident, thorough and well-articulated
Discussion on product positioning (15%)	Discussion of product positioning is lacking or incorrect without any theoretical support	Discussion of product positioning is present and seems correct but without any theoretical support; no evidence of critical analysis	Discussion of product positioning is present and somewhat correct with adequate theoretical support; limited evidence of critical analysis	Discussion of product positioning is present and mostly correct with strong theoretical support; critical analysis is thorough	Discussion of product positioning is present and correct with strong theoretical support; critical analysis is confident, thorough and well-articulated
Discussion on perceptual mapping (15%)	Discussion of perceptual mapping is lacking or incorrect without any theoretical support	Discussion of perceptual mapping is present and seems correct but without theoretical support; no evidence of critical analysis	Discussion of perceptual mapping is present and somewhat correct with adequate theoretical support; limited evidence of critical analysis	Discussion of perceptual mapping is present and mostly correct with strong theoretical support; critical analysis is thorough	Discussion of perceptual mapping is present and correct with strong theoretical support; critical analysis is confident, thorough and well-articulated
Conclusions (5%)	Conclusion is missing, logically incorrect, and/or incoherent	Conclusion is somewhat logical, concise and coherent	Conclusion is mostly logical, concise and coherent	Conclusion is all logical, concise and coherent	Conclusion is logical, concise and coherent; all arguments are summarised well

Essay presentation quality (10%)				
	Fail	Poor	Acceptable	Excellent
Formatting	Do not follow the essay formatting requirements at all	Follows some of the essay formatting requirements	Mostly follows essay formatting requirements	Follows all essay formatting requirements
Clarity of expression	The errors in grammar, capitalisation, spelling & punctuation impede understanding	Frequent errors in grammar, capitalisation, spelling & punctuation	Occasional errors in grammar, capitalisation, spelling & punctuation	There are few or no errors in grammar, capitalisation, spelling & punctuation
Coherency	Sentences and sections mostly lack coherence	Sentences and sections often lack coherence	Sentences and sections are generally coherent	Sentences and sections are coherent
Essay resources quality (10%)				
	Fail	Poor	Acceptable	Excellent
Amount of supporting information	Do not use any required references at all	Uses less than minimum number of required references	Satisfactory – uses minimum number of required references	Uses multiple relevant resources beyond the minimum requirements with extensive variety in types of sources selected
Quality of supporting information	All sources lack credibility and/or relevance to the task	Some sources lack credibility and/or relevance to the task	Most sources are appropriate, credible, and relevant to the task	All sources are highly appropriate, credible, and relevant to the task
Referencing supporting information	Do not use the APA6th style when referencing supporting information	Obvious lack of effort in referencing supporting information in APA6th style	Mostly follows APA6th style in referencing supporting information	Accurately and consistently follows APA6th style in referencing supporting information
Citing supporting information	Do not use the APA6th style when citing supporting information	Obvious lack of effort in citing supporting information in APA6th style	Mostly follows APA6th style in citing supporting information	Accurately and consistently follows APA6th style in citing supporting information

Further Comments:
