



Assessment 3 Information

Subject Code:	MBA404
Subject Name:	Consumer Behaviour and Marketing Psychology
Assessment Title:	Strategic Pitch
Assessment Type:	Individual video recording with accompanying slides
Length:	8 minutes (no more)
Weighting:	35%
Total Marks:	100
Submission:	Online
Due Date:	Week 13

Your task

Individually, you are required to record an 8-minute video, in which you must pitch strategic recommendations based on the critical examination of the chosen product or service integrated marketing campaign and critical analysis of the findings that you have prepared in the first and second assessments.

Assessment Description

This assessment is a culmination piece, in which students will be given an opportunity to combine the information they have accumulated in the first and second assessments. In doing so, students will practice criticising and synthesising differing approaches to explaining consumers' behaviour towards products or services and marketing communications by demonstrating their understanding and ability to explain the strategic marketing issues relating to consumer behaviour.

Assessment Instructions

To start preparing this pitch, you are first required to conduct extensive online research to find at least five visual examples of the recent integrated marketing campaign of your chosen product or service. This campaign must be relevant to the country in which you have purchased this product or service. For example, if you bought your chosen product or service in Australia, you must focus on the Australian integrated marketing campaign. Consider using information that you have gathered in the second step of the consumer decision-making process that you have prepared in the first assessment as the starting point.

Once you found the required examples, you are then to presume that you have just been asked by the company that makes/produces your chosen product or service that you analysed in your earlier assessments to prepare an 8-minute pitch in which you must:

1. Critically evaluate the company's current integrated marketing campaign by presenting at least five found examples and considering how it targets consumers' **attitudes, culture, family influences, group and individual differences, social class, consumer learning processes, and personal buying decision-making processes**. Please note that not all these topics may apply to your chosen product or service.

2. Critically evaluate whether the integrated marketing campaign demonstrates a strong or weak alignment to your findings in the first and second assessments (i.e., How do the survey sample results compare to why you have purchased this product or service? What are the similarities and differences, and why do you think this might be the case?). Please support your evaluation with the work you have produced in the first and second assessments.
3. Propose at least three strategic recommendations that address previously identified weak alignment OR proposed ways to strengthen the strong alignment. You must incorporate recent scholarly literature to justify your proposed recommendations. Please note that these recommendations should not include pricing, quality, manufacturing, or operational improvements.

In addition to your written analysis and survey results, **you are required to use at least 10 sources of information and reference these in accordance with the Kaplan Harvard Referencing Style.** These may include websites, social media sites, industry reports, census data, journal articles, and newspaper articles. These references should be presented as in-text citations and a reference list at the end of your video. Wikipedia and other 'popular' sites are not to be used.

Assessment Submission

Students are encouraged to submit their work well before the deadline to avoid technical difficulties. For those students who have limited experience in video making techniques, it is recommended to read a video FAQs document available to you under the assessments tab in MyKBS.

Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School "late assignment submission penalties" Policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the total marks available
10 - 14 days	50% deducted from the total marks available.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted, and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students

*Assignments submitted at any stage within the first 24 hours after the deadline will be considered to be one day late and therefore subject to the associated penalty

For more information, please read the full policy by clicking [here](#).

Important Study Information

Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

What is academic integrity and misconduct?

What are the penalties for academic misconduct?

What are the late penalties?

How can I appeal my grade?

Click here for answers to these questions:

<https://www.kbs.edu.au/about-us/school-policies>

Time Limits for Video Assessments

Submissions that exceed the time limit will cease to be marked from the point at which that limit is exceeded.

Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.

MBA404 Assessment 3 Marking Rubric – Strategic Pitch 35%

Marking Criteria (__/100)	F (Fail) 0 – 49%	P (Pass) 50 – 64%	C (Credit) 65 – 74%	D (Distinction) 75 – 84%	HD (High Distinction) 85 – 100%
IMC __/25 marks	You have evaluated irrelevant or no campaign by presenting irrelevant or bogus examples which demonstrating inadequate or no understanding of how it targets consumers' attitudes, culture, family influences, group and individual differences, social class, consumer learning processes, and personal buying decision-making processes.	You have critically evaluated some of the campaign by presenting somewhat relevant examples which demonstrate an emerging understanding of how it targets consumers' attitudes, culture, family influences, group and individual differences, social class, consumer learning processes, and personal buying decision-making processes.	You have critically evaluated most of the campaign by presenting mostly relevant examples which demonstrates an adequate understanding of how it targets consumers' attitudes, culture, family influences, group and individual differences, social class, consumer learning processes, and personal buying decision-making processes.	You have critically evaluated the campaign by presenting relevant examples which demonstrate sufficient understanding of how it targets consumers' attitudes, culture, family influences, group and individual differences, social class, consumer learning processes, and personal buying decision-making processes.	You have critically evaluated the campaign by presenting relevant examples which demonstrates an expert understanding of how it targets consumers' attitudes, culture, family influences, group and individual differences, social class, consumer learning processes, and personal buying decision-making processes.
Weak/Strong Alignment __/25 marks	You have compared irrelevant or bogus similarities and/or differences to critically evaluate whether the campaign demonstrates a strong or weak alignment to your findings in the first and second assessments.	You have compared somewhat relevant similarities or differences to critically evaluate whether the campaign demonstrates a strong or weak alignment to your findings in the first and second assessments.	You have compared mostly relevant similarities and differences to critically evaluate whether the campaign demonstrates a strong or weak alignment to your findings in the first and second assessments.	You have compared relevant similarities and differences to critically evaluate whether the campaign demonstrates a strong or weak alignment to your findings in the first and second assessments.	You have expertly compared relevant similarities and differences to critically evaluate whether the campaign demonstrates a strong or weak alignment to your findings in the first and second assessments.
Recommendations __/30 marks	You have proposed irrelevant or no strategic recommendations by supporting them with an unsuitable or bogus selection of scholarly literature that demonstrates inadequate or no understanding of strategic marketing issues relating to consumer behaviour.	You have proposed somewhat relevant strategic recommendations by supporting them with a somewhat suitable scholarly literature selection that demonstrates an emerging understanding of consumer behaviour's strategic marketing issues.	You have proposed mostly relevant strategic recommendations by supporting them with a mostly suitable scholarly literature selection that demonstrates an adequate understanding of consumer behaviour's strategic marketing issues.	You have proposed relevant strategic recommendations by supporting them with a suitable selection of scholarly literature that demonstrates a sufficient understanding of consumer behaviour's strategic marketing issues.	You have proposed excellent strategic recommendations by supporting them with an extensive and suitable selection of scholarly literature that demonstrates an expert understanding of consumer behaviour's strategic marketing issues.
Format __/10 marks	You have used inadequate or no visual aids to deliver your video, demonstrating no consideration of the intended audience.	You have used somewhat appropriate visual aids to deliver your video, demonstrating limited consideration of the intended audience.	You have used mostly appropriate visual aids to deliver your video, demonstrating an adequate consideration of the intended audience.	You have used mostly appropriate visual aids to deliver your video, demonstrating sufficient consideration of the intended audience.	You have used excellent visual aids to deliver your video, demonstrating proficient consideration of the intended audience.
In-text Citations and Referencing __/10 marks	Neither in-text referencing nor reference list adheres to Kaplan Harvard Referencing Style.	In-text referencing or the resultant reference list adheres to Kaplan Harvard Referencing Style, with some errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with some errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with only occasional minor errors.	Both in-text referencing and the resultant reference list adhere strictly to Kaplan Harvard Referencing Style, with no errors.

Feedback and grades will be released via MyKBS