

INSTRUCTIONS

The aim of this assignment is to analyse how a real brand applies segmentation, targeting, and positioning (STP), as well as core marketing principles (4Ps), in a real environment. Students will observe a physical or digital brand setting and submit a **written field report** supported by a **concept map** that visually connects key marketing elements.

Students must visit and analyse one real brand environment. This can be either:

- A physical space (such as a retail store, café, or showroom), or
- A digital space (such as an official website, e-commerce platform, or branded mobile app)

1. The field report must include the following:

- **A description of the brand and the environment in which the observation took place**
- **Observations related to the brand's marketing mix** (Product, Price, Place, Promotion)
- **Identification and justification of the target audience(s)** based on your observations
- **Analysis of the brand's positioning strategy**, based on the need the product or service fulfills
 - What message is it communicating?
 - How does it differentiate itself from top competitors?
- **Reflection on whether the marketing environment effectively supports the brand's positioning**

- **Include visual supports** that help illustrate the elements you are discussing

Students must reference at least four academic or professional sources using Harvard style.

2. Concept Map

Students must create a concept map that visually represents:

- The connections between segmentation, targeting, and positioning strategies
- The marketing mix as observed
- The target audience profile

The concept map must be created using a digital mind-mapping tool such as Miro or Lucidchart. Students will include the link to the map in their PDF submission.

ADDITIONAL GUIDELINES

- The chosen brand must be real and currently active.
- The student must not analyse the same assigned brand for other tasks (because it may not be a retailer or physical store that can be visited).
- All content must be original and based on personal observation.
- The use of AI-generated text is not permitted.

FORMAT

Your submission must meet the following formatting requirements:

- **Number of files for submission:** 1
- **Required file format for main submission:** PDF including the link to concept map
- **Word count:** 800 to 1000 words

All referencing and citations require **Harvard referencing style**. Students must avoid plagiarism and use the Harvard Referencing Guide and Turnitin to ensure that their sources are correctly cited. Plagiarism includes the use of artificial intelligence tools, such as ChatGPT and Grammarly, when output is copied and pasted from these sites. Please refer to the **Academic Policies and Procedures Manual** and the **Student Good Practice Manual in AI Literacy** available on the Student Services page for further details.