

Assessment Task 3:

Assessment Task	Group Project: Turin 2006 Olympic Games: Analyse Marketing Performance
Schedule	Due Week 10
Outcomes Assessed	Performance Criteria: 1.1, 1.2, 1.4, 2.1, 2.2, 2.4, 3.1, 3.2, 3.3, 3.4, 3.5 Addresses some elements of required skills and knowledge as shown in the Assessment Matrix

Description:

Note: *This assessment task can only be undertaken on completion of Assessment Tasks 1 & 2. As both of these tasks were formative tasks, you would have already had a feedback from your trainer/assessor in your respective learning sessions. Accuracy and scope of work completed in the previous tasks will be highly relevant in this task. If you have any constraints, discuss with your trainer/assessor at the earliest.*

You had completed a review of Turin 2006 Olympic Marketing Fact File in Assessment Task1. Subsequently, you had developed KPIs and a communication plan for IOC in Assessment Task2. As this assessment needs to be completed as a group project, group members may select a specific set of KPIs for this task; which could be KPIs developed by any of the team member of a mix of best KPIs from among the members.

Following the 2006 Turin Olympics, IOC published a Marketing Report on performance of various marketing programs. A copy of the report is provided along with this assessment task. Ensure that you have obtained your copy from your trainer/assessor.

Implementation of a successful marketing campaign needs to be evaluated based on a strong reporting and performance measurement platform. Most of the marketing performance measurement techniques have been automated in recent times and a number of "marketing dashboard" based application as available for use by organisations. However, fundamental understanding of marketing performance metrics and use of relevant statistical techniques are critical for a marketer in any environment. Using the given Marketing Report of 2006 Turin Olympics, your group will be required to prepare a marketing performance report for IOC based on the KPIs you developed in Assessment Task2. Subsequently, the group will make recommendations to IOC for future improvements.

There are various marketing variables that can be used to measure performance. However, in this task, your group will be measuring and evaluating activity, quality, cost, and time variables in this assessment task.

Examples of some of the metrics include;

Client Service Grid
Marketing Strategy Matrix
Profitability and ROI
Customer satisfaction

There is no restriction on format or type of metrics used as marketing metrics vary within the marketing literature. Your group may use other similar metrics. At least four metrics must be used.

Along with the metrics, your performance report must also include;

- An Executive Summary
- A review of marketing outcomes against each of the Fundamental Objectives of Olympic Marketing