

# WritePass Writers

## **MARKETING TRIAL ESSAY**

Prepare a 1,000-word report on the following topic:

***Choose an organization of your choice, and conduct a 1,000 word marketing analysis on the company. Your analysis should encompass the company's marketing mix and strategy, along with recommendations on how they could improve their marketing.***

The manner in which you structure your analysis is totally dependent on you, and it should not exceed 1,000 words (excluding abstract, references, bibliography, appendix, and table of contents).

As a guide,

- You should make use of relevant graphs, tables and data in conducting your analysis
- Your work must be fully referenced in the Harvard referencing style
- Your work must include an abstract, introduction, body and conclusion. Extra calculations or information that are somewhat relevant to the analysis, but not directly related, should be included in the appendix.
- You must refer to recently published academic journals, newspaper articles, economic data, books and market reports (Mintel, KeyNote e.t.c) when conducting your research
- Your analysis should be written up to at least a 65% standard.

The trial essay would be assessing the following,

- Your research skills
- Your written English skills
- Your ability to conduct analysis on non readily available data, and write concise but high quality reports and analysis
- Your knowledge of analytical frameworks in business and finance
- Your ability to write structured and accurate reports and analysis, especially when detailed assessment guidelines are not provided.

Good Luck.