

BSBMKG431 - Assess marketing opportunities

Assignment – written report

Task 1

For your selected company or business.....

Identify and evaluate at least three (3) different marketing opportunities that you feel would be effective for your business

For each item:

- identify and research marketing opportunities
- what market segmentation (target groups) would apply – i.e who would the opportunity target, groups, demographic, ages ...etc
- what steps would need to be taken to implement the preferred marketing opportunities (eg account access, funding, etc)
- how would you track the success of each marketing opportunity

You can use examples of recent marketing projects you have undertaken, answering the questions above for each