

## Assignment Brief

Module Title:	Marketing	Module Code:	MG406
Assignment No/Title:	CW1	Assessment Weighting:	25%
Submission Date:	25 July 2018	Feedback Target Date:	3 weeks
Module Co-ordinator/ Tutor:	Murat Dizlek ( <a href="mailto:dizlek@bwl-studieren-ohne-grenzen.de">dizlek@bwl-studieren-ohne-grenzen.de</a> )		

Submission Instructions:

### This assignment is to be submitted electronically

- This assignment must be submitted electronically on the submission date**
- To submit electronically you must upload your work to the e-submission area within the *hfu-net.de* (<http://hfu-net.de/course/view.php?id=385>) concerned.
- You can resubmit your work as many times as you like until the deadline. If you choose to resubmit, your earlier submission will be replaced, and you will NOT receive an Originality Report until 24 hours from when the submission was made.
- You are reminded of the University's regulations on cheating and plagiarism. In submitting your assignment you are acknowledging that you have read and understood these regulations.
- Late submission within 10 working days of the deadline will result in the mark being capped at a maximum of **40%**. Beyond this time the work will not be marked.
- You are reminded that it is your responsibility to keep an electronic copy of your assignment for future reference.

Instructions to Students:

Address the task below and submit the final written assignment (**PDF or Word**) **electronically** on the date indicated above.

You can submit your assignment either in **English or in German** language.

This assignment tests the following Learning Outcomes for the module:

- Analyse the effectiveness of the marketing mix for any given company or brand;
- Identify research requirements to begin to solve a business / marketing problem in a company;
- Plan, implement and critique a programme of marketing research;

## The Assignment Task:

Die chinesische Brauerei Tsingtao wurde im Jahre 1903 gegründet. Heute ist sie mit einem Marktanteil von ca. 16 % die zweitgrößte Brauerei Chinas und die sechstgrößte der Welt. Man kann das Tsingtao Bier zwar auch in der Bundesrepublik Deutschland erwerben, allerdings beschränkt sich der Vertrieb überwiegend auf Online Shops.

Sie sollen nun in dieser Arbeit analysieren, wie Tsingtao seinen Marktanteil in Deutschland erhöhen kann.

Vor diesem Hintergrund soll Ihre Arbeit aus folgenden Teilen bestehen:

1. Einleitung (ca. 200 Wörter)
2. Marktforschung: Was muss bei der Marktforschung, bzw. Marketingforschung bezogen auf den deutschen Markt berücksichtigt werden und welche Methoden sollten von Tsingtao angewendet werden? (ca. 800 Wörter)
3. Marketing-Mix: Basierend auf den Ergebnissen der Marktforschung soll nun ein passender Marketing-Mix für den deutschen Markt erstellt werden. (ca. 1.200 Wörter)
4. Zusammenfassung und Fazit (ca. 300 Wörter)

## Background and Scenario for the assignment:

The chinese brewery Tsingtao was founded in 1903. Today it claims about 16 % of domestic market share and therefore is the second largest brewery in China and the sixth largest brewery in the world. You can buy the Tsingtao beer in Germany though but the distribution is predominantly limited to online shops.

Your task is to analyze how Tsingtao will be able to increase its market share in Germany.

To answer this question, you are required to write a report that includes:

1. Introduction (200 words approximately)
2. Marketing Research: What do you have to consider concerning the marketing research in the German market and which methods should Tsingtao apply? (800 words approximately)
3. Marketing Mix: Based on the results of the marketing research you are required to create and apply a marketing mix for the German market. (1.200 words approximately)
4. Conclusions/Insights (300 words approximately)

## Assessment Criteria:

### Mark Allocation

Knowledge and Understanding	70 %
Document Construction	15 %
Style and Expression	15 %