

Undergraduate Diploma in Business

Administration: Intakes May 2025 to April 2026

Assessment Task: Written assignment based on chosen questions	
Module: Marketing Research	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 21 May 2026	
<p>Task The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of the process to Marketing Research.</p> <p>Note This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the process in Marketing Research.</p> <p>Note <i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
<p>Choose 1 question from the following:</p> <p>☐ Question 1: Brand Community and Co-Creation – Research and Academic Work on LEGO (Denmark) Conduct a critical analysis of how LEGO leverages brand communities and co-creation strategies to enhance customer engagement and brand loyalty. Evaluate the role of digital platforms (e.g., LEGO Ideas, social media, user-generated content) in strengthening its marketing performance and supporting innovation. As part of your analysis, assess LEGO's competitive position within the global toy and entertainment industry by applying Porter's Five Forces and a SWOT analysis. Examine LEGO's growth and innovation strategies using the Ansoff Matrix, particularly in relation to new product development and market expansion. Where relevant, incorporate elements of the 7Ps marketing mix or PESTEL analysis to support your evaluation of the external environment and marketing strategy. Provide clear, evidence-based recommendations on how LEGO can further develop its digital community strategy to remain competitive.</p> <p>Suggested structure:</p> <ol style="list-style-type: none"> 1. Introduction: Industry + company background 2. Brand community and co-creation strategy 3. Customer engagement and innovation outcomes 4. Industry and competitive analysis (Porter's Five Forces + SWOT) 5. Growth and innovation strategies (Ansoff Matrix) 	

6. Supporting insights (e.g., 7Ps or PESTEL, where relevant or applicable)

1. Recommendations with justification

2. Conclusion



Question 2:

Logistics and Customer Experience – Research and Academic Work on UPS (United States)

Analyse how UPS uses its logistics and delivery capabilities to support its marketing strategy and enhance customer experience. Examine how key service features such as tracking systems, delivery speed, and reliability influence customer satisfaction and brand perception. Evaluate the role of digital tools in improving service quality and customer engagement.

To support your analysis, evaluate the structure and competitiveness of the logistics industry using Porter's Five Forces, and assess UPS's internal strengths and weaknesses through a SWOT analysis. Apply the Ansoff Matrix to explore how UPS can achieve growth through service innovation, market development, or diversification.

Provide practical recommendations to improve UPS's customer-focused services and competitive positioning.

Suggested structure:

1. Introduction: Industry + company background
2. UPS logistics and service strategy
3. Customer experience and marketing impact
4. Industry and competitive analysis (Porter's Five Forces + SWOT)
5. Growth opportunities (Ansoff Matrix)
6. External and service analysis (if applicable use marketing tools)
7. Recommendations with justification
8. Conclusion



Question 3:

Brand Portfolio and Consumer Behaviour – Research and Academic Work on Kellogg's (United States)

Analyse how Kellogg's manages its brand portfolio and marketing strategy to influence consumer behaviour in the breakfast and snack market. Evaluate how product diversification, health positioning, and digital marketing activities contribute to brand relevance across different consumer segments.

As part of your evaluation, analyse Kellogg's competitive position using Porter's Five Forces and conduct a SWOT analysis to assess internal capabilities and external challenges. Use the Ansoff Matrix to examine how Kellogg's growth strategies (e.g., product development, market development, diversification) respond to changing consumer trends. Assess the marketing strategy Kellogg's deployed.

Provide evidence-based recommendations on how Kellogg's can adapt to evolving consumer preferences, including health, sustainability, and digital engagement trends.

Suggested structure:

1. Introduction: Industry + company background
2. Brand portfolio and segmentation strategy
3. Consumer behaviour analysis
4. Marketing strategy evaluation
5. Industry and competitive analysis (Porter's Five Forces + SWOT)
6. Growth strategy evaluation (Ansoff Matrix)

7. Recommendations with justification	
8. Conclusion	
Pass Mark - 50%	Total Assignment Weighting - 55%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>