

BTEC National Diploma in Business
Unit 12 - Investigating Internet Marketing

D1- Suggested structure/possible coverage

D1 should focus on the one business you have selected for P3/P4/M2

It is up to you how you structure this work, (although the final version should appear in a Report format- Title, Terms of reference, Procedure, Findings, Conclusion, Recommendations). This is a new and separate report from the one in P2/M1.

Try and cover key issues for your selected business such as:

- What is the actual role of internet marketing?- with examples and evidence presented to back up your points throughout.
- What are the strengths and weaknesses of your business' Internet Marketing effort?
- What is the competitive position regarding I.M.? E.g. if you are doing Sky, what about Virgin Media's website or BT's? - e.g. have they exploited the latest technological advances?
- What are your recommendations for the future?
- Make sure that you have covered all the main topics in the assignment for your selected business- e.g. role of internet marketing, benefits for the consumer, experience of the consumer, benefits and challenges to the business (building on P1,P2,P3,P4,M1,M2 topics & applying them to your selected business)
- Bring in independent research to back up your case- e.g. BBC website, BBC Click, Brand Republic (Digital), Marketing Week (Digital), books, articles e.g. online top 100 websites in December 2010 (handout), pdf chapter on moodle etc.
- Try and include and refer to theoretical ideas and link the activities of your business to these e.g. 5Ss, 6Is, Geyskens, Ansoff, etc. etc. - use the Merit handouts with these theories in.
- How exactly does the Internet Marketing effort help your business meet its marketing objectives? (refer back to these from P1 list of objectives)
- Does the online effort really support the offline effort?
- Does Internet Marketing mean that your business is operating more successfully? If so what is the evidence to support this?