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Marketing Strategic Marketing (2200)
Time: 14.00 – 17:00 Date: 1 December
2015 Examination The Strategic
Marketing assessment in its entirety
comprises TWO compulsory tasks. Task 1
is worth 40 marks – prepared marketing
plan (see separate Strategic Marketing
preparatory brief)

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b. initiate an email marketing campaign to
build the product profile c. review the
entire marketing mix for the portfolio d.
reduce product pricing to maintain
demand 35. Which of the following
provide s evidence to all stakeholders of

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the tactics deployed by an organisation to achieve its marketing objectives? a. market research b.

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CIM Level 6 Diploma in Professional Marketing Strategic Marketing (2200)
Time: 14:00 – 17:00 Date: 5 April 2016
Examination The Strategic Marketing assessment in its entirety comprises TWO compulsory tasks. Task 1 is worth 40 marks – prepared organisation summary

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and marketing plan (see separate Strategic Marketing preparatory brief)

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