

MARKETING 201 — ASSIGNMENT BRIEF

Due Date: November 15, 2026

Word Count: 2,500 words (excluding references)

Assignment Title: Strategic Marketing Analysis — Tesla Inc.

Instructions:

Write a strategic marketing analysis of Tesla Inc. covering:

1. Market Positioning and Segmentation (500 words)

- Identify Tesla target market segments
- Analyse the competitive landscape using Porters Five Forces
- Discuss Tesla positioning strategy

2. Marketing Mix Analysis (750 words)

- Product: Analyse the product portfolio and differentiation strategy
- Price: Evaluate the pricing strategy across segments
- Place: Assess distribution channels and market coverage
- Promotion: Examine marketing communications and brand strategy

3. Digital Marketing and Social Media (500 words)

- Evaluate Tesla digital marketing presence
- Analyse social media engagement strategy
- Assess the role of earned media vs paid media

4. Recommendations (500 words)

- Propose three evidence-based recommendations
- Each recommendation must reference relevant marketing theory
- Include implementation timeline and expected outcomes

5. Conclusion (250 words)

- Summarise key findings
- Reflect on implications for the broader EV market

Academic Requirements:

- Citation Style: Harvard referencing
- Minimum 15 peer-reviewed academic sources
- At least 5 sources published after 2023
- Include a formal reference list
- All claims must be supported with citations

Submission: Upload via Academic Workbench by 11:59 PM on the due date.

Late submissions will be penalised at 5 percent per day.

Marking Criteria:

- Critical analysis and depth of discussion (40 percent)
- Application of marketing theory and frameworks (25 percent)
- Quality and relevance of sources (15 percent)
- Structure, clarity, and academic writing (15 percent)
- Proper referencing and formatting (5 percent)