

Marketing Plan: Virgin Australia Case Study

Task:

Virgin Blue recently rebranded to become 'Virgin Australia'. The company is looking to expand its presence in Australia and is seeking to reinvigorate the marketing of the brand alongside the name-change. You have been employed by Virgin Australia to review their current marketing plan and additionally make recommendations of your own. Your marketing plan must include the five main elements below:

- Introduction and Situation analysis
 - Short review of Virgin Blue operations and history
 - Industry analysis – main competitors and aviation trends
 - SWOT analysis
- Establishing market objectives
 - Review of company mission and vision statements
 - Review current marketing objectives of Virgin
 - Analyse current marketing objectives and mission & vision statements
- Identifying target market
 - Target segment/s customer profiles (there can be more than 1)
- Reviewing & Developing market strategies
 - Price, Product, Place and Promotion
 - Alternative strategies
 - Coming consumer and technological trends
- Implementation/monitoring and controlling
 - What measures are key to monitoring the success of Virgin's marketing?

Suggested sources to help you begin:

- <http://www.ausbt.com.au/virgin-blue-to-relaunch-today-as-virgin-australia>
- <http://www.smh.com.au/travel/travel-news/virgin-blue-gets-a-new-name-20110504-1e7ku.html>
- <http://www.marketingmag.com.au/news/air-battle-for-domestic-business-travellers-heats-up-as-qantas-drama-sees-drop-in-satisfaction-10127/>

Rubric:	
In this task you will be assessed on your ability to:	
<ol style="list-style-type: none"> 1. Investigate Virgin Australia to review and develop a marketing plan including the five main elements mentioned above 2. Present the marketing plan as a business report 3. Use correct terminology. 	
Marking guidelines:	
Rubric 1:	
• Comprehensive development of the five elements of the marketing plan demonstrating substantial research and critical insight	9–10
• Substantial development of the five elements of the marketing plan demonstrating research and insight	7–8
• Sound development of the five elements of the marketing plan and relevant research included alongside suitable insights	5–6
• Some reference to some elements of the marketing plan. Limited research and little to no original insight.	3–4
• Makes limited reference to the marketing plan and includes no research or insights.	1–2
Rubrics 2 & 3	
• Clearly communicates using key features of a business report. • Uses appropriate business terminology and concepts.	5
• Communicates using key features of a business report. • Uses appropriate business terminology and concepts.	4
• Includes key features of a business report. • Uses some business terminology and concepts.	3
• Includes some key features of a business report. • Uses basic terminology.	2
• Limited use of business report features or terminology.	1
Total Mark	/15

Components of business reports
<ul style="list-style-type: none"> • An executive summary of the contents of report • Shorter than "traditional essay paragraphs" that "get right to the point" • Lists of main points, followed by expanded descriptions where appropriate • Headings to draw attention to major points or new sections • Inclusions where possible of graphs, tables and diagrams • Expression and justification of your own point of view and • Strong but condensed conclusions with recommendations for action where called for.