**STRATEGIC MARKETING**

**Learning Outcome 4: Activity 1**

**GROUP ACTIVITY**

**Competitive advantage**

In groups, prepare a thorough presentation on your assigned competitive advantage: price advantage, product advantage and differentiation

Be as detailed as possible, incorporating the sections below, and take care to make the presentation interesting for your fellow learners, and ensure everyone has the chance to speak. Use your Study Guide, reading lists and the Internet to help aid your research.

You may prepare a visual accompaniment such as a presentation if you think it suitable.

Be prepared to lead in a discussion about the effectiveness of this competitive advantage with your class afterwards.

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| **Define your assigned competitive advantage** |
| **Characteristics of this competitive advantage** |
| **When is this competitive advantage pursued, relevant or appropriate** |
| **Case studies - this competitive advantage in action, including evaluation of success** |
| **Benefits and considerations of this competitive advantage** |