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**Volume of pages; from 1 chapter up to and including conclusions:**

**I cycle - minimum 45 pages**

**II cycle - minimum 70 pages**

**Always the 3rd page**

INTRODUCTION

**Always the odd page**

CHAPTER I

MARKETING STRATEGY IN THE LITERATURE

* 1. Marketing strategy definition

Always the odd page

CHAPTER II

CHARACTERISTICS OF SPACEX

**Always a new page (it does not matter on which page - the odd or even one)**

* 1. Profile of SpaceX

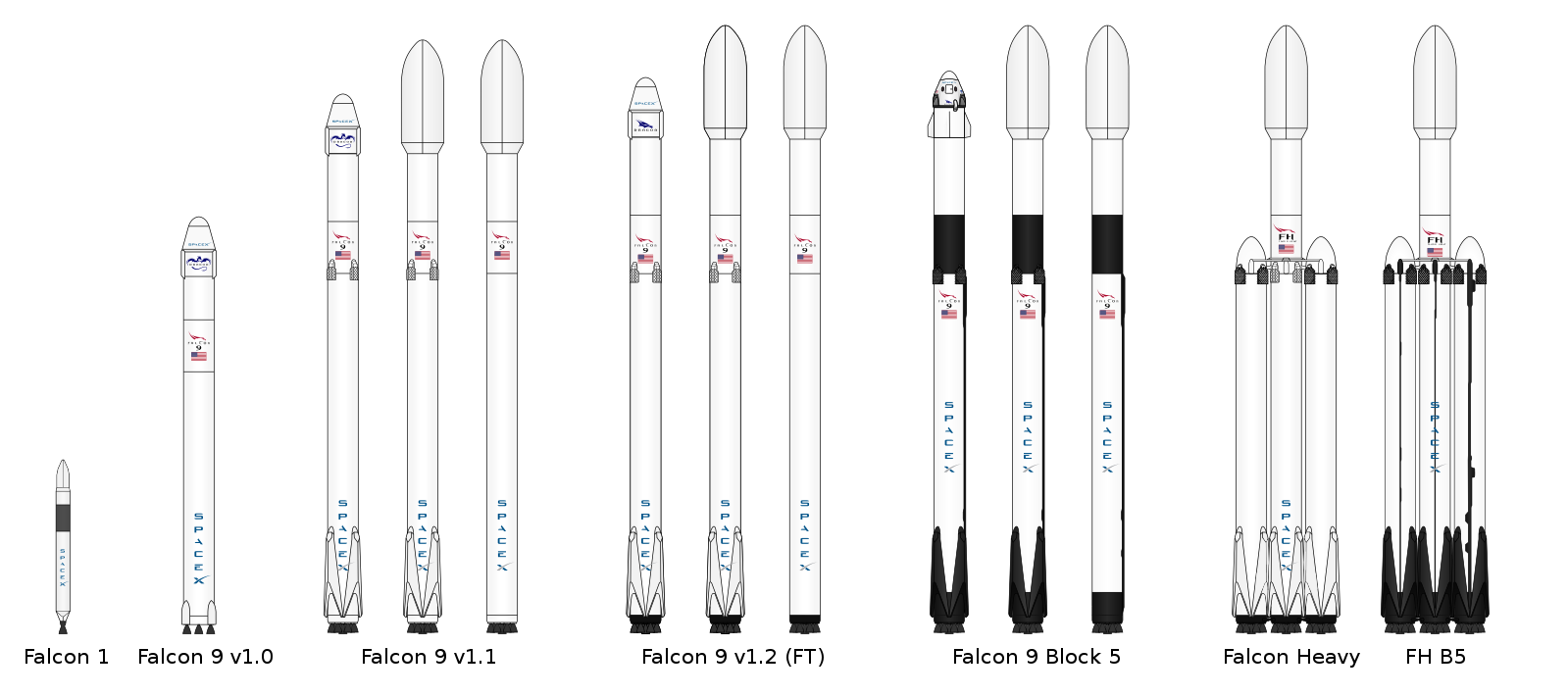


Figure 1. Falcon rocket family

Source: https://commons.wikimedia.org/wiki/File:Falcon\_rocket\_family6.svg

Table 1. SWOT analysis

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * Reusable rocket system. * Position in the launching market. * In-house development. * Decision independence. * Competitive pricing. * IP and innovation. * Vision. * Social media presence. | * Profitability dependence. * Failure record. * Low launch frequency. * High investments. * Company at initial state. * Limited budget. |
| **Opportunities** | **Threats** |
| * Market growth potential. * Potential NASA contracts. * Partnerships. * Space tourism. * Low number of competitors. | * New entrants. * Contract dependence. * Cost of factors of production. * New technologies and R&D. * Weak enterprise profitability. * Regulations. |

Source: author's own criteria

Remember to always add the source

* + 1. Pestle Analysis

The PESTLE analysis is based on a macroeconomic description of a business’s environment, taking into account the following macroeconomic factors: political, economic, sociocultural, technological, environmental, and legal (i.e., business climate).[[1]](#footnote-1)

remember footnotes (in the following format, not footnotes in brackets)

Economic factors:

* Budget allocation during critical socio-economic situations, fields other than space activity are prioritized.
* Effects of global recession, not only in America but around the world.
* Economic effects of the Russo-Ukrainian war.
* Budget cuts on NASA, this budget has increased nominally over the past 50 years, although decreasing gradually as a percentage of the federal budget[[2]](#footnote-2).
* Employment rate.
* Inflation rate.
* Trade barriers.

Social factors:

* Support from the American government. Historically, space travel has been led by the US since the cold war.
* Public acknowledges and embraces SpaceX achievements.
* Collective curiosity to explore beyond the limits of our reach into the unknown.
* Corporate social responsibility culture.
* Impact of both conventional and social media.

Technological factors:

* High dependence on research and development.
* Development of more efficient aeroespacial technology.
* Property rights & protection of technological assets.
* Artificial Intelligence development.
* Automation.

Legal factors:

* Failed missions would hold SpaceX liable, like the Challenger’s disaster in 1986 hurt NASA’s reputation[[3]](#footnote-3).
* Manipulation or modification of the Outer Space Treaty, for example, article VI holds international responsibility for national actions in outer space, including the moon and other celestial bodies, whether conducted by government agencies or private enterprises[[4]](#footnote-4).
* The Commercial Space Launch Competitiveness Act of 2015 gives the ability for both private and commercial companies to explore space.
* Intellectual property rights protection.
* Health & Safety law.
* Regulatory compliance.

Not:

* > \* or other signs

page numbers on the outside

CONCLUSIONS

**Always the odd page**

REFERENCES

**Always the odd page**

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Surname first, without pages, ending with dot

# **LIST OF INTERNET RESOURCES**

1. https://www.ama.org/listings/2013/01/17/definition-of-marketing/#:~:text=%E2%80%9CMarketing%20is%20the%20activity%2C%20set,%2C%20and%20society%20at%20large.%E2%80%9D
2. https://adage.com/article/agency-viewpoint/a-word-advertising-exist/303678

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1. J. Tanner, M. Raymond, *Principles of Marketing,* Flat World Knowledge, vol. 2, [n.p.] 2013, p. 555. [↑](#footnote-ref-1)
2. https://en.wikipedia.org/wiki/Budget\_of\_NASA [↑](#footnote-ref-2)
3. https://www.nasa.gov/feature/35-years-ago-remembering-challenger-and-her-crew [↑](#footnote-ref-3)
4. https://www.unoosa.org/oosa/en/ourwork/spacelaw/treaties/outerspacetreaty.html [↑](#footnote-ref-4)