**College of Administrative and Financial Sciences**

**Assignment 1**

**Marketing Management (MGT201)**

**Due Date: 12/03/2022 @ 23:59**

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| Course Name:**Marketing Management** | Student’s Name: |
| Course Code:**MGT 201** | Student’s ID Number: |
| Semester: **Second**  | CRN: |
| Academic Year:**2021-22** |

**For Instructor’s Use only**

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| Instructor’s Name: |
| Students’ Grade: Marks Obtained/**Out of10** | Level of Marks: High/Middle/Low |

**General Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Learning Outcomes:**

1. *Recognize an understanding of the overall marketing concepts, goals and strategies within the context of organizations goals and strategies. CLO-1*
2. *Demonstrate the ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumer’s decision. CLO-03*
3. *Develop critical and analytical thinking necessary to overcome challenges and issues of marketing in the changing global environment. CLO-04*

**Assignment Question(s):**

1. **Discussion Questions**
2. We have discussed the concept of “The Wheel of Social Media Engagement” in Chapter 03, which comprises the fundamental drivers of social media engagement as five related effects. Discuss these five drivers with the help of suitable examples. *(2.5 Marks)*
3. How can firms use customer demographics like income, market size, education, and ethnicity to market to their customers better? Discuss with the help of suitable examples. *(2.5 Marks)*
4. **Critical thinking**
5. When companies that sell coffee they develop their marketing strategy, do they concentrate on satisfying their customers’ needs or wants? What about a utility company, such as the local power company? A humanitarian agency, such as Doctors without Borders? Critically examine based on the concepts of needs and wants discussed. *(2.5 Marks)*
6. Visit the website of Kashi (www.kashi.com). Using the four Ps of Marketing mix, critically examine how Kashi creates value for customers with their Kashi Bars.*(2.5 Marks)*

**Answers**

1. ***Discussion questions***
2. **Answer Q1-**
3. **Answer Q2-**
4. ***Critical thinking***
5. **Answer Q1-**
6. **Answer Q2-**