

Assignment Guidelines:

Submission Format:

Font: Times New Roman, Size 12, Double Spaced Word

Count: 4000–5000 words

Submission Deadline: 1st April 2026

Assessment Criteria:

Depth of Knowledge (20%)

Critical Analysis (20%)

Application of Theory (20%)

Real-World Relevance (20%)

Adherence to APA Formatting Guidelines (20%)

Mandatory Sections:

Title Page

Table of Contents

Abstract

Introduction Literature

Review Methodology

Findings

Discussion

Conclusion

References

Appendices

Assignment 1: The Integration of Sales and Marketing Strategies in Modern Business

Question:

- How can organizations effectively integrate sales and marketing strategies to drive business growth? Analyze the benefits and challenges of aligning these functions and discuss how organizations can leverage cross-functional collaboration to improve customer acquisition and retention. Provide examples of successful integration from leading companies.
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Assignment 2: Advanced Sales Techniques and Customer Relationship Management (CRM)

Case Study:

- Examine the sales and CRM strategies of *Amazon* in maintaining customer loyalty and increasing sales volume. How does Amazon use customer data to personalize its sales approach, and what role do CRM systems play in managing long-term customer relationships? Analyze the impact of these strategies on customer retention and sales performance.
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Assignment 3: Digital Transformation in Sales and Marketing: Trends and Implications

Question:

- How has digital transformation reshaped sales and marketing practices in recent years? Discuss the role of technologies such as artificial intelligence, data analytics, and automation in improving sales processes and marketing campaigns. Evaluate the implications of these changes for the future of sales and marketing management.