

M16 – Commercial and Marketing Management

Assignment Guidelines:

This assignment requires students to explore the principles and practices of commercial and marketing management in modern organizations. Students should examine market analysis, customer value creation, pricing, branding, sales planning, revenue generation, distribution, promotion, and ethical marketing practices.

Submission Format:

- Detailed project report
- Font: Times New Roman, Size: 12, Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 24th May 2026

Assessment Criteria:

- Depth of commercial and marketing management knowledge (20%)
- Application of marketing and commercial strategies (20%)
- Critical analysis of market and customer-related issues (20%)
- Real-world relevance and use of examples (20%)
- APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Commercial Strategy and Marketing Performance in Modern Organizations

Write a report on how commercial and marketing strategies contribute to organizational performance. Your paper should:

- Explain the relationship between commercial management, marketing management, and business growth.
- Analyze pricing, market segmentation, targeting, positioning, and revenue generation strategies.
- Discuss how marketing decisions influence sales performance, customer acquisition, and profitability.
- Provide real-world examples from organizations in retail, services, manufacturing, or hospitality sectors.

Option 2: Branding, Customer Value, and Competitive Advantage

Prepare a strategic paper on the role of branding and customer value in commercial success.

Your paper should:

- Explain the importance of brand identity, brand positioning, and customer perception.
- Discuss how organizations create and communicate customer value through products, services, and experiences.
- Assess the role of digital marketing, advertising, public relations, and customer relationship management.
- Recommend strategies for building strong brands and sustainable competitive advantage.

Option 3: Ethical Marketing and Commercial Decision-Making

Analyze ethical challenges in commercial and marketing management. Your paper should:

- Explore issues such as misleading advertising, hidden charges, unfair pricing, greenwashing, and misuse of customer data.
- Discuss the importance of transparency, consumer protection, social responsibility, and ethical communication.
- Assess how ethical marketing practices influence customer trust and long-term business success.
- Recommend ethical frameworks for responsible commercial and marketing decision-making.