

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 Evolution of Marketing Strategies in the Digital Age

Question:

- How have digital technologies, such as social media and data analytics, transformed traditional marketing strategies? Analyze the shift from mass marketing to personalized marketing in the digital era, and provide examples of companies that have successfully adapted to this change.
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Assignment 2: Consumer Behavior and Psychological Influences on Marketing Decisions

Case Study:

- Examine the marketing strategy of *Nike* during the launch of their “Just Do It” campaign. How did the company leverage psychological and emotional triggers to connect with its target audience, and what impact did this campaign have on consumer behavior and brand loyalty?
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Assignment 3: Branding, Positioning, and Competitive Advantage in Global Markets

Question:

- How do brands differentiate themselves in competitive global markets using positioning strategies? Discuss the role of brand equity in achieving long-term competitive advantage, and provide examples of global brands that have successfully positioned themselves in saturated markets.