

M03 – Marketing Management

Assignment Guidelines:

This assignment requires students to critically examine the principles, strategies, and practices of marketing management in modern organizations. Students should analyze market research, consumer behavior, segmentation, targeting, positioning, branding, pricing, distribution, promotion, customer relationship management, digital marketing, and ethical marketing decision-making.

Submission Format:

- Detailed project report
- Font: Times New Roman, Size: 12, Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 4th September 2026

Assessment Criteria:

- Depth of marketing management theory knowledge (20%)
- Application of marketing strategies and frameworks (20%)
- Critical analysis of market and consumer-related challenges (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: Strategic Marketing Management and Competitive Advantage

Write a report on how strategic marketing management contributes to organizational success. Your paper should:

- Explain the role of marketing management in achieving business objectives.
- Analyze segmentation, targeting, positioning, branding, and value proposition development.
- Discuss how marketing strategies influence customer acquisition, retention, profitability, and competitive advantage.
- Provide real-world examples of organizations using marketing strategy to strengthen market position.

Option 2: Consumer Behavior, Market Research, and Customer Value Creation

Prepare a strategic paper on the role of consumer behavior and market research in marketing decision-making. Your paper should:

- Examine how cultural, social, personal, psychological, and digital factors influence consumer behavior.
- Discuss the importance of market research, customer insights, data analytics, and buyer personas.
- Analyze how organizations create, communicate, and deliver customer value.
- Recommend strategies for improving customer satisfaction, loyalty, and long-term brand relationships.

Option 3: Digital Marketing, Branding, and Ethical Marketing Practice

Analyze the role of digital marketing and ethical practice in modern marketing management. Your paper should:

- Explore digital marketing tools such as social media marketing, search engine marketing, content marketing, influencer marketing, email marketing, and marketing automation.
- Discuss how digital branding and customer engagement influence brand awareness, trust, and sales performance.
- Assess ethical issues such as misleading advertising, data privacy, greenwashing, influencer transparency, and manipulation of consumer behavior.
- Recommend responsible marketing practices for building sustainable customer trust and brand equity.