

Marketing Management

Fall 2020

Assignment 4

Document the marketing process of a technology company (you can do this for the organization that you are working for – you may keep the organization anonymous by using a pseudonym if you wish).

Assignment 5

Analyze the above process in light of what you have studied so far in the course – highlight a maximum of five strengths of the process and make five prioritized suggestions for improvement.

WRITE IN YOUR OWN WORDS – DO NOT COPY FROM THE SOURCE OR OTHER STUDENTS. Give proper references and citations.

Make sure to include your roll-number in the filename and also in the document before submission, so the assignments can be identified and do not overwrite each other when downloaded.