

# **Marketing Management**

Fall 2020

## **Assignment 3**

Select any offering (product, service, etc.) and collect data from at least 5 users regarding their experience with different phases of the offering (including postpurchase). Qualitative interviews are mandatory (may be conducted online), you may additionally use any other instruments (see chapter 4 for examples) that you feel may be helpful. Give a description of the offering and its marketing process and make improvement recommendations for marketers based on the data you collect.

WRITE IN YOUR OWN WORDS – DO NOT COPY FROM THE SOURCE OR OTHER STUDENTS. Be sure to specify the source of the example. 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.