

Marketing Management

Fall 2020

Assignment 2

Analyze three examples of successful or unsuccessful marketing in the local environment. Write a couple of paragraphs on each example, describing the example, and discussing the factors that led to the success or failure in light of the course contents. The examples may also be of international brands in the local context or local brands in the international context.

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.