**Marketing**

Project Guidelines

1. Report marks **10**, Presentation **10**. Deadline: **2nd week** of the December(tentatively) date will be confirmed 7 days before the submission.
2. Make a group **of 4 participants** and choose a reputable organization that has a proper marketing department and is easily reachable/accessible in **Karachi** and also through social handles.
3. You are expected to submit a **detailed report** (Maximum 20 pages, including the cover page) along with **a fifteen minutes’ presentation** (Maximum 10 slides-4.5 minutes approx. per participant will be allowed).
4. Once you have chosen an organization to work on, inform the teacher and then prepare a precise questionnaire containing maximum **10 questions** (questions can be a combination of open and close ended, both), seek approval and then email the organization formally to arrange a visit to gather relevant information (you may need endorsement later).
5. Report will cover all aspects covered from the Lecture-1 to last lecture of the marketing, you may include a brief introduction, history, background and Vision, mission and values etc. of the chosen firm. *for example:* you will be required to submit the basic SWOT analysis, BCG matrix, segmentation, marketing plan properly plotted on Gantt chart/Excel and other strategies and matrices covered (and to be covered) till last lecture.
6. Report should contain **executive summary and a conclusion** that **MUST** include participants’ suggestions and feedback regarding the chosen organization’s overall marketing practices.
7. Use the reference section of the report to enclose questionnaire, response(s), data sources and picture/proof of the visit.

*Your report will be mainly assessed on the basis of conclusion submitted, organization and concreteness of the data you will provide, questionnaire and your preparedness and deliverability in the presentation session. Report: Font (TNR/Calibri), Size: (Body text 10) Headings: 12 (B/U optional).*