



**Academic Task Number: 03**  
**Date of allotment: 03-11-22**  
**Date of submission: 19-11-22**  
**Academic Task Type: OFFLINE**

**Course code: MKT-501**  
**Course Title: Marketing Management**  
**Maximum Marks: 30**

Task	Assignment Task	Course Outcome	Bloom's level
Q1	<p>Sebamed is a German brand and it was developed by a German dermatologist, but the brand can be used for all skin types. Sebamed has been a Super brand in Germany, Malaysia, Thailand, Taiwan and Hongkong. As a marketing manager of the company in India, you have to create a marketing plan to make Sebamed as a customer most preferred brand. For this, you have to identify target audiences, objectives and desired outcomes of the marketing as well as communication plan. Below the required parameters are given follow the same for your CA.s</p> <p><b>Evaluation Parameters:</b>  Identification of target audience: 5 marks  Targeting and Positioning strategies: 5 marks  Marketing Plan: 10 marks  Communication plan: 10 marks  (Assignments will be evaluated on Individual basis on all the parameters)</p>	CO1 CO2 CO3 CO4	L3: Apply L6: Create

**Important Note:**

1. It should not be just copy and paste from different sources or any other student's work
2. No assignment will be accepted after the last date.



3. Assignment must be submitted offline
4. 1<sup>st</sup> page must contain all the **Students details and CA**. All pages should be properly numbered. Proper format should be followed as discussed in the class.
5. Once the file is submitted it will be considered final.