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ASSESSMENT: MARKETING MANAGEMENT

1. Hypothesis

H0: Brand management and distribution channels do not make an impact on marketing management operations.

H1: Brand management and distribution channels make an impact on marketing management operations.

H2: Corporate social responsibility makes an impact on marketing management operations.

2. Abstract and Applied Methods

Aim

The main aim of marketing management is to build new customer base for making the business process efficient and help in increasing the sales and profit margin of the organization. Through marketing management identifying high-value audiences and operating customer satisfaction can be done properly.

Objectives

- To identify the main aspects of marketing management in building a new customers base by using brand management
- To assess new customers in order to increase sales of products relating to using CSR
- To evaluate the challenges and possible solutions in the marketing management

Questions

- What are the major aspects of marketing management in building new customer base by using brand management
- Why is it necessary to assess new customers in order to increase sales of products by using CSR?
- How to evaluate the challenges and solutions to increase sales of products?

Sampling

The sampling part of the study will include the managers of Unilever who will be asked some logical and subjective questions related to the topic. In this process, 5 questions will be asked to the 5 managers in the company. Gathering information through the managers to the company can help in making the marketing management more effective and will help in generating new strategies to implement in the business procedure. This process will be conducted through a face-to-face interview procedure and it will highly facilitate the researcher and know the different marketing practices. By obtaining their views and thoughts it will help in managing the net profit

margin and gaining more opportunities and support from the potential customers of the company. The controlling process and operation in marketing management and other activities needs managers and professionals who can help in implementing new strategies and identifying the major issues effectively.

Data collection

The process of data collection is the most important part that helps in portraying details pieces and gathering information effectively. For the present study, the primary qualitative data collection process will be conducted. The primary data collection process includes an interview process and surveys for obtaining different views from different people on the present topic (Adams *et al.*, 2019). It will help in discussing elaborately on marketing management and its different aspects of it. An interview will be conducted between the managers of Unilever. Some logical questions will be asked to the managers in order to get their points of view related to the topic. The data will help in controlling the marketing aspects, setting the goals for the company and making the decision-making process more effective in order to meet the customer's demand. Besides this, the data collection process will present opportunities for the organization to obtain positive results. The collected data will help in the online marketing process and create different ways that can be implemented in the marketing management process.

Data analysis

In the present section of the study, the primary qualitative data collection process will be conducted properly. The analysis of the present data on marketing management helps in observing the crucial factors that can bring an advantage to the organization and make an increase the customer base gradually (Rust, 2020). The analysis of the primary data involves studying and reviewing the messages that include various logical and important pieces of knowledge. The primary data will be focused on gaining the appropriate view and information on the marketing management and the concept of it. Marketing management not just involves customer service and increasing the profit scale of the company, it also helps in brand management, pricing and managing the product effectively, making the distribution channels more wider, and sustaining the business procedure accordingly. Corporate social responsibilities are also included in the market management which high gives a good collaboration and communication process to the organization (Mogaji and Nguyen, 2022).

Ethical consideration

For making the study effective and accurate, ethical consideration helps in ensuring the authenticity and originality of the data. It will consider the main ethics of the particular study on the marketing management in order to make the study attractive and flaw-free (Shankar *et al.*, 2022). The first ethics that will be followed is considering the recent and relevant data to the specific topic. If any old data before the year 2018, will include in the present study, it will not be accepted. The conduction of the authentic and true data plays a vital role in the process which makes the study of marketing management more effective and finalize properly. The Data Protect Act 2010 will be involved for considering the specific study accurately (Sari *et al.*, 2023). By involving the act. It helps in gathering right data and protecting the data. It also includes the legal rules and regulations in order to stop the academicians from implementing any illegal step in the present study.

3. Thesis Structure

Introduction

In the thesis the section including the introduction part helps in stating the selected topic and its basic aspects. The introduction allows to orient the reader with the present thesis paper and helps in understanding on the major elements effectively. Also, it states the overall thesis structure and provides a brief knowledge to the reader (Park, 2020).

Topic selection

It is the most important part of the thesis to select an appropriate topic and implement it properly (Hromova, 2022). The topic should be selected considering the future outcomes and possible recommendation that could bring opportunities in the real world.

Data collection strategy

The selection of the data collecting strategy is an important criterion by which the data and information can be collected for the thesis. Selecting the right data collection strategy gives an advantage to the study in order to achieve the positive result effectively (Sander, 2019).

Data collection process

In the thesis paper, the data collection process is necessary for taking the right data and information that can be involved in the thesis for gaining more effective ideas. The data collection process mainly is considered in two ways ¹ such as primary data collection process and secondary data collection process (Kerdpitak, 2022). The primary data collection process

involves interviews and surveys and the secondary data collection process includes the scholarly articles and journals.

Data analysis

After the data collection process, it should be analyzed properly in order to make the thesis paper support the data and the answers to the thesis paper (Tariq *et al.*, 2022).

Conclusion and final submission

Lastly, the conclusion part helps in concluding the major components and having a view of the overall work to understand the thesis paper (Azimovna *et al.*, 2022).

4. At least 5 would be used sources

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