**INDIVIDUAL ASSIGNMENT**

MKT3201-1 (JANUARY 2025)

MARKETING PRINCIPLE

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**PROGRAM ENROLLED:** BACHELOR OF BUSINESS ADMINISTRATION (honors)

**SESSION:** JANUARY 2025

1. **INTRODUCTION:**

1. **ROLES AND APPLICATIONS OF MARKETING:**
2. **SEGMENTATION, TARGETING, AND POSITIONING:**
3. **CHALLENGES AND RECOMMENDATIONS:**
4. **CONCLUSION:**
5. **REFERENCES:**
6. **WRITING QUALITY:**