**MAN 301-01/02 MARKETING MANAGEMENT I**

* As a group of four students
* Company names will be given by instructor for each group
* Presentations will **not exceed** 20 minutes (Presentation 15 minutes + Discussion 5 minutes)
* **Each person** in the group will receive **individual grade**.
* **Each person** in the group **has to** make presentation.

**PROJECT OUTLINE**

* Examine strategies covered in chapters 1 through 7 (Kotler &Armstrong Principles of Marketing) for your company.
1. Determine and evaluate marketing management orientation of the company.
2. Define and discuss mission and goals of the company.
3. Evaluate customer relationship management (CRM) of the company.
4. Design, analyze and interpret the business portfolio (The BCG Growth-Share Matrix).
5. Examine company’s micro&macro environment.
6. Conduct a SWOT analysis.
7. Explain cultural, social, personal and psychological factors affecting consumer buying behavior of the company.
8. Choose one raw material and for this product explain the major factors (environmental, organizational, interpersonal and individual) affecting the organizational buying behavior of your company.
9. Examine the company’s segmentation bases and define the target market and evaluate the market targeting level.
10. **Make a research** to analyze positioning, customer lifetime value, and types of buying decision behavior
11. Explain what each question in your survey (whether it is a questionnaire, in depth interview or focus group) measure.
12. Considering company’s products analyze the type of buying decision behavior for any of these products (or brands).
13. Calculate the customer lifetime value for any product of the company.
14. Explain, interpret and discuss the results of analysis in accordance with the company’s strategies.
15. Develop strategies for growth and downsizing based on the product/market expansion grid.

(Support all your evaluations and analysis with appropriate data where it is available).