Name: University ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**In one paragraph, answer each of the following questions.**

1. Discuss alternative strategies for selecting target markets?
2. Explain how CRM can be used as a targeting tool?
3. Describe marketing uses of branding?

**The due date for this assignment is April 23, 2017.**

**Late submission will not be accepted.**