

MKT-201 Principles of Marketing

Group Project Guideline

First, you should identify a well-known company that has a clear line of products or services that are available or well known to our local Saudi Market.

Cover page

Title of your report, Team members' names, course name, Semester & year, and university name.

Table of contents

Include the list of the report's elements, and page numbers.

Introduction

The introduction is about identifying the company: the nature of the business, mission statement, brand name, and product line. The purpose of the introduction is to give some background information about the company and your report to the reader. You are required to write a minimum of 100 words in this section.

The firm's marketing management philosophy

Describe and explain the company's marketing management philosophy? You are required to write a minimum of 100 words in this section.

The firm's competitive environment

- Who are the firm's competitors?
- What is the firm's competitive position in the industry?
- What are the opportunities and threats for the firm in the next 3 years?

You are required to write a minimum of 150 words in this section.

The firm's marketing mix

- What are/is the firm's product/s? and describe the development of the firm's product if applicable?
- Explain the firm's pricing strategy?
- Explain the firm's promoting strategy?
- Explain the firm's distributing strategy?

You are required to write a minimum of 200 words in this section.

The Firm's market segmentation

- Explain in detail the firm's segmentation strategy in its markets?

You are required to write a minimum of 150 words in this section.

Conclusion

Summary of the report and recommendations. You are required to write a minimum of 100 words in this section.

References

Any source that you have used must be listed.

Appendices

If applicable.

Notice

- Follow the APA format. The following link would help you:
<https://www.youtube.com/watch?v=tiwMIYOwZsg>
- The quality of writing is considered in evaluating the report.
- Plagiarism will result in a zero score.
- The use of tables and charts is preferable.
- The deadline for submitting the report is May 7th, 2017

The report grading scheme

Criteria	Max. Score
Introduction	5
Marketing Management Philosophy	10
Competitive Environment	15
Marketing Mix	20
Market Segmentation	15
Conclusion	5
Overall organization of the report	30
Total	100