

Marketing Management (MKT 501)

Spring, 2017

Assignment No. 1

Due Date: 10 May, 2017

Total Marks: 10

Topic: Marketing mix

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**NOTE: Assignments after due date will not be accepted**

### *Objective of Assignment*

The basic objective of the assignment is to make students familiar with the importance of marketing mix techniques.

### *Learning Outcomes*

After attempting this assignment, students will be able to comprehend that how and why marketing mix plays pivotal role in gaining market share and customer base.

### *Scenario*

McDonald's marketing mix involves speckled approaches to meet business concerns in different markets around the globe. Marketing mix defines the strategies and tactics which are being used by the organizations to reach target customers. McDonald's has corporate standards that its marketing mix applies universally. Though, it uses variation in marketing mix depending upon the requirement of the target market and cultural aspects of the country it is operating in such as: variation in product, price and promotional strategies. The effectiveness of marketing plan is majorly dependent on the way it is strictly followed and implemented in order to achieve the desired objectives. Marketing mix contributes to the leading performance of the brand in the international market.

### *Requirement*

- 1- By keeping in mind the above scenario, you are required to design appropriate marketing mix (7P's) for McDonald's considering the cultural context of Pakistan. (7 marks)
- 2- What kind of strategies do you think McDonald's should employ in order to capture huge market share in presence of strong competitors? (3 marks)

### *Important:*

Grace period of extra 24 hours after the due date is usually available to overcome uploading difficulties. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

### *Important Instructions:*

- Your answer should be in bulleted form.
- You can take help from internet for collecting the information but copying from internet sources is strictly prohibited even if you give references.

- Carefully watch relevant lectures and consult the relevant material from handouts along with recommended books.
- Attempt the assignment by yourself and it will be marked positively.

*Other Important Instructions:*

*Deadline:*

- Make sure to upload the solution file before the due date on VULMS.
- Any submission made via email after the due date will not be accepted.

*Formatting guidelines:*

- Use the font style “Times New Roman” or “Arial” and font size “12”.
- It is advised to compose your document in MS-Word format.
- You may also compose your assignment in Open Office format.
- Use black and blue font colors only.

*Referencing Guidelines:*

Use APA style for referencing and citation. For guidance search “APA reference style” in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsen/apa/APA01.html>

*Rules for Marking:*

Please note that your assignment will not be graded or graded as Zero (0), if:

- It is submitted after the due date.
- The file you uploaded does not open or is corrupt.
- It is in any format other than MS-Word or Open Office; e.g. Excel, PowerPoint, PDF etc.
- It is cheated or copied from other students, internet, books, journals etc.

**Note related to load shedding: Please be proactive**

**Dear Students,**

As you know that Pre Mid-Term semester activities have been started and load shedding problem is also prevailing in our country now a days. Keeping in view the fact, you all are advised to post your activities as early as possible without waiting for the due date. For your convenience;

activity schedule has already been uploaded on VULMS for the current semester, therefore no excuse will be entertained after due date of assignments, quizzes or GDBs.