

Course Title	FINAL PROJECT PHASE II MARKETING MAJOR
Course Code	PRO BUS II MKT
Course Purpose and Objectives	<p>Students are required to connect what they have learned in the classroom to the real world and on a real-life situation/case from the local or international business environment, and produce usable results for the organization. The students should identify a problem or the specific characteristics of a situation/case and review the existing literature. They must develop a methodological research rationale in order to accomplish their research objectives and come to final conclusions and possible recommendations.</p>
Learning Outcomes	<p>Use methodologies and frameworks adopted throughout the programme and develop them to investigate, analyze, and interpret real-life organizational problems by:</p> <p>Critically evaluate primary and secondary data on identified organizational problems, organizational strengths and weaknesses, as well as the opportunities and threats related to that problem by:</p> <p>Effectively interpret research findings, develop a creative solution for the identified problem, and explain how this solution can be applied and what the expected outcomes are by:</p> <p>Effectively communicate research findings through presentation by justifying an opinion and concluding based on gathered evidence and analysis of findings by:</p>
Course Content	<p>Marketing projects should focus on areas that directly relate to the core functions of marketing within an organization. Students are encouraged to select topics that allow them to apply theoretical concepts to real-world business situations. Suitable focus areas include:</p> <ul style="list-style-type: none"> • Customers – Understanding customer needs, preferences, satisfaction, and loyalty. • Branding – Exploring brand identity, brand equity, brand awareness, and brand loyalty. • Promotion – Analyzing advertising, sales promotions, public relations, and integrated marketing communications. • Digital Marketing – Investigating social media marketing, email marketing, search engine optimization (SEO), content marketing, and online advertising. • Sales – Examining sales strategies, sales performance, and factors influencing purchase decisions. • Market Research – Conducting studies to understand market trends, consumer insights, and competitive analysis. • Consumer Behavior – Exploring psychological, social, and cultural factors that influence buying decisions. <p>The final project should include the following parts:</p> <p>Title</p>

Introduction

Literature Review

Methodology

Common Analysis Methods:

A. Quantitative Analysis:

B. Qualitative Analysis:

Data Analysis and Findings

Conclusion and Recommendations

References and Appendices