

**College of Administrative and Financial Sciences**

**Assignment- 2**

**Marketing Management (MGT201)**

**Due Date: 14 /11/2020 @ 23:59**

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| Course Name: **Marketing Management** | Student’s Name: |
| Course Code: **MGT201** | Student’s ID Number: |
| Semester: 1st | CRN: |
| **Academic Year:1441-41, 1st Term** |

**For Instructor’s Use only**

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| Instructor’s Name: |
| Students’ Grade: Marks Obtained/Out of 5 | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Leaning Outcomes:**

1. Demonstrate an understanding of the global competitive environment and the changing marketing practices. (LO- 1.8)
2. Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers (LO- 1.9)
3. Build a strong understanding of the social, economic, ethical and technological challenges facing marketers (LO- 3.4)

**Case Study**

Read the Chapter Case Study “***McDonald- A Global Giant***” from Chapter 8 “Global Marketing” *Page: - 257* given in your textbook – “*Marketing” (7th Edition)* by Dhruv. Grewal and Michael. Levy (2020) and answer the following Questions:

**Assignment Question(s):**

1. Which sociocultural factors have informed McDonald’s global expansion? Explain. (**1.5** **Marks**)
2. Describe some of the global distribution strategies that McDonald’s uses or might consider using to spread through-out the world. (**1.5** **Marks**)
3. Explain McDonald’s global marketing strategy. Compare McDonald’s strategy in the U.S. (<http://www.mcdonalds.com/us/en/home.html>) to McDonald’s strategy in KSA (<https://www.mcdonalds.com/sa/en-sa/riyadh/full-menu.html/>) (**2** **Marks**)

**Answers:**

1.

2.

3.