

**College of Administrative and Financial Sciences**

**Assignment- 3**

**Marketing Management (MGT201)**

**Due Date: 28/11/2020 @ 23:59**

|  |  |
| --- | --- |
| Course Name: **Marketing Management** | Student’s Name: |
| Course Code: **MGT201** | Student’s ID Number: |
| Semester: 1st | CRN: |
| **Academic Year:2020-21, Semester-1st**  |

**For Instructor’s Use only**

|  |
| --- |
| 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. Ability to carry out objective and scientific analysis of consumers’ needs and wants (Lo 2.3)
2. Ability to collect, evaluate and synthesize consumer’s data to make objective and informed marketing decisions (Lo 2.7)
3. Ability to deliver and communicate marketing messages in coherent and professional manner (Lo 4.4)

**Case Study**

Read the Chapter Case Study entitled “***From the Counterculture to the Runway: How Did Birkenstocks Become Fashionable?***” from Chapter- 11 “Product, Branding and Packaging decisions” *Page: - 358* given in your textbook – “*Marketing” (7th Edition)* by Dhruv. Grewal and Michael. Levy (2020) and answer the following Questions:

**Assignment Question(s):**

1. Visit the company website (https://www.birkenstockusa.com/) and identify and describe the different product lines that it markets**. (1.5 Marks, Minimum 150 Words)**
2. Review the different product categories in each of the company's product lines. Which has the greatest depth? Which has the least? **(1.5 Marks, Minimum 150 Words)**
3. How has the company positioned its brand? How does it go about communicating its position? Explain. **(2 Marks, Minimum 250 Words)**

**Note:** Support your Answers with course material concepts, principles, and theories from the textbook and at least two scholarly, peer-reviewed journal articles.

**Answer:**

1.

2.

3.