How does marketing management differ in Red oceans compared to blued ocean

-          Hints

1.      Critically evaluate the role that marketing manager’s play in modern organisations, drawing on recent evidence, in Red Oceans versus Blue Oceans

1)      how core marketing activities (e.g. branding, segmentation, targeting, positioning, corporate social responsibility, delivering value, among other topics) differ based on what type of market you are in.

2.      Core literature on Blue Oceans and Red Oceans

3.      literature on Market-Driven versus Marketing-Driving

4.      Please use examples to illustrate your answer

5.      12-point, Times New Roman, 1.5 spaced