Marketing Management Individual Project (MMIP)-Nike (firm) Jordan shoes (product)

Description

Project Topic: Nike's Jordan shoes

Each project installment must include a title page that has the name of the project topic in it. Each of the five questions should be numbered and written out in its entirety in the pages that follow. The entire document (all five questions, combined, but not counting references) should be at least 1100 words (12-point Times New Roman font, double spaced), and include a separate references page. At least 4 scholarly resources in addition to the Bible. All content must show direct application to the topic and exclude definitions of terms and general explanations of generic marketing topics. The assignment should be submitted as a Microsoft Word document.

When completing an assignment for a given module, view the entire course textbook (Marshall & Johnson (2019). Marketing management (Custom 15th ed.). New York, NY: McGraw Hill, ISBN: 9781259637155.) as a resource for the assignment, meaning it may be necessary to locate assignment-related material in chapters other than those corresponding with the module in which the assignment is located. While the effort has been made to ensure that all material necessary for assignment completion is found in the textbook, contact the instructor immediately if information needed to complete the assignment cannot be located in the textbook. The instructor will then provide instructions on locating the required material. Quotes must be minimized and long quotes (40 words or more) avoided. Outside sources to be cited include scholarly marketing journals (Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, etc.), practitioner publications, and the course textbook. Assignments must be submitted though Safe Assign.

Module 3: Week 3—Use Information to Drive Marketing Decisions (Chapters 4-7)

MMIP Questions

Q1. Discuss your use of marketing research to be used to gather information on present or potential customers. Which forms of marketing research would be best in gathering consumer information relating to the product/service? (Ch.4)

Q2. Explain several external forces that affect your marketing planning and strategy. (Ch.4)

Q3. Discuss the aspects of your customer relationship management (CRM) program. (Ch.5)

Q4. Explain which consumer characteristics (personal, psychological, cultural, situational, social) matter most in the purchase decision. (Ch.6)

Q5. Explain how the product/service is positioned in the market. Create a positioning statement for the product/service and explain its rationale. (Ch.7)