

Marketing Management
MN203
Supplementary Assignment

You are required to identify a marketing product or service that is used in Ireland. For the selected product or service you are required to

1. Provide an overview of the product / service
2. Perform a customer analysis, making use of the customer analysis questions from the Consumer behaviour seminar
3. Review their market segmentation strategy
4. Perform an industry analysis using Porter's 5 forces model
5. Discuss their marketing ethics
6. Review their product strategy
7. Explain their pricing strategy
8. Outline their distribution strategy
9. Discuss their promotion strategy
10. Close with a discussion on how the product / service will manage as we emerge from the COVID pandemic

Each question is worth 10 marks.

Your work should be approximately 10 pages in length.