

Marketing Management Task

22 Dec 2018

QUIZ

1. What is the difference between Sales Concept and Marketing Concept? Explain on starting points, Focus, Means and end-point of view
2. Why Marketing is really importance? Explain on 3 aspects: Financial, Business Model and Stake Holder Satisfaction

Task 1 : Starbucks send on psf

Task 2 : Please make summary on 12 C of New Wave Marketing (Kartajaya, 2008) in 2 Pages

All task have to be submitted at latest 1pm on 22 Dec

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