

The background features a large, semi-transparent watermark of the University of Brawijaya logo. The logo consists of a yellow circular emblem with a white crescent moon and a five-pointed star, set against a blue background. The text "JOIN UB BE THE BEST" is written in white above the emblem, and "UNIVERSITY of BRAWIJAYA" is written in white below it.

# PEMASARAN



# Final Assignment

- The final assignment is  
**A STRATEGIC MARKETING ANALYSIS OF A BUSINESS**
- This task gives you an opportunity to advance your ability to understand and analyze marketing situations, marketing strategy, and its implementation.
- **The analysis based on three main activities:**
  - analysis of market situation;
  - marketing strategy formulation;
  - strategy implementation.
- It is **INDIVIDUAL ASSIGNMENT**. Each student analysis different business.
- The assignment must be submitted no more than Session #14.
- The best 3 review will present his/her review to the class during Session #16 and get 10 points extra to his/her final points.
- The review and suggestions will be evaluated according to the following criteria:
  - the quality of the analysis — were the right questions asked?
  - the feasibility of conclusions or recommendations — do they follow from the analysis?
  - evidence of mastery of the frameworks, concepts, and methods developed in the course
  - the effectiveness of the written presentation of the report



# Group Presentation

- **Case Study** (material provided by lecturer)
- Assistance will be given one day before presentation
- Each group consists of 3 students
- At least one group will present the case's summary to the class every session. Time for each **presentation** (include Q & A) will be **no more than 30 minutes**,
- Evaluation points:
  - Vocal and body language
  - PPT
  - Presentation's effectiveness
  - Interaction with audiences (Q & A session)