**ÇAĞ UNIVERSITY**

**2019-2020 Spring Semester**

**“MAN 331 Contemporary Marketing Issues Assignment Instructions”**

The Contemporary Marketing Issues Project is a group project in which students are assigned to watch a movie from the course movie list. The aim of this project assignment is to spot any marketing related issues that are mentioned in the movie, to gather them and to prepare a poster session about the movie.

Assignment deliverables are:

1. A document which includes brief information about film and marketing topic with-in the movie.. Each group should write the report based on marketing course and the marketing concepts that we mention in class sessions during the term. (Such as ‘’SWOT, Porter’s Generic Strategy, BCG Matrix, create customer value, advertising, branding, marketing segmentation, marketing mix….)
2. A short presentation of their prepared posters and that poster presentation should not exceed 15 minutes.

The evaluation of the Project will be as follows;

* **Poster Presentation 15%**
* **Paper 20%**

**The dead line for the project is the last class sessions before the final exams. The students must follow the deadline for the project !**

**Asst. Prof. Dr. Murat Gülmez**

**Res. Asst. Aysel Ulugüner**

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| MAN 331 - Contemporary Marketing Issues - Movie List For Project | |
| Movie Name | **Group Number** |
| 1. The Pursuit of Happiness |  |
| 2. The Jonesses |  |
| 3. Money Ball |  |
| 4. Thank you for Smoking |  |
| 5. Jobs |  |
| 6. What Women Want |  |
| 7. Invictus |  |
| 8. The social Network |  |
| 9. Downsizing |  |