



Instructions

Student work

Concept Mapping



Smita Khatri • Dec 4, 2023 (Edited Dec 29, 2023)

25 points

Due Dec 29, 2023, 1:00 PM

Dear Students,

As discussed in class, **CCE 3** will be regarding **Concept Mapping**. Maps are nothing but the **diagrammatic representation** of concepts.

Map following concepts of Marketing.

1. Functions of Marketing
2. PLC
3. Micro Marketing Environment
4. Branding
5. Marketing Mix (4 Ps)

Refer the attachment (Concept Mapping- Consumer Buying Process) to map the other concepts. [Use marketing notes & literature to create maps.]

Create 5 maps (on your own) in **your handwriting** as asked above and upload all of them **[PDF]** here in the **Google Classroom** with your name and date on 1st page; signature on last page of your assignment.

Note 1: Concept mapping is just a part of your answer. While writing examination, start your answer with the respective Concept Map, followed by Definition of Concept asked in question, Description of concept with examples and Concluding the answer.

Note 2: Here for the assignment, only concept maps are to be created.

Read it carefully and submit.

This assignment is compulsory, as it is a part of CCE that will be considered for Internal Evaluation.

Course Teacher

S.S.Khatri



Rubric: 5 criteria • 25 pts

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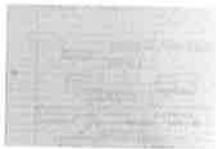
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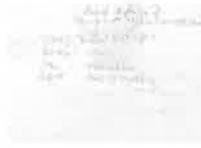
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