Marketing Management (MKTG5320.W02) Applied Marketing Assignment Total Points: 150. Due Date: Sunday, October 2, 2022 at 11:59 PM. Submission via Blackboard. This assignment is to be completed individually. Instructions • Page Length: minimum 3 pages and or slides including any charts; excluding cover page and references. A cover page is required. • Citation Format: There is no specific format required but all sources must be listed including those for any images. For instance, if you use a graphic image from a source on the web, you must cite the source in your references. One way to format citations for this project is to use superscripts, e.g., The US economy grew at a rate of 3.5% during the first quarter.1 Or you can use footnotes. For images, you can simply cite the source at the bottom of the image. • Important – Students are required to meet the SafeAssign threshold of 40% content match or less. If your match percentage is higher than 40%, you will have the opportunity to take down the document and re-submit it until the due date. Due to the nature and scope of the assignment, the content match percentage has been raised. • Unless otherwise, late submissions may not be accepted or may receive partial credit only. If an extraordinary event prevents you from submitting your paper on time, please advise both myself and the academic coaches ahead of time or at your earliest. This activity relates to material covered in Module 6 (Chapters 14 & 15). Please leverage relevant information from the module to help you develop answers to assignment questions. Direct Marketing Campaign for a Home Appliance Manufacturer