FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 2

Specialised and Cause Related Marketing
(SOS721S)
Dear Students

ASSIGNMENT 02

It was a pleasure marking this assignment. Most students did not encounter challenges, except for question 4 where a few students used other sentences than those provided.

I provided feedback in your assignments. Kindly consult the indicated sections of the study guide (2016) for more information.

Question 1
Unit 5 – Componential analysis

Question 2
Kindly study pp. 117 – 121.

Question 3
Unit 7

Question 4
P. 38 and Unit 6

I wish you all the best with your preparations for the exam. Do not hesitate to call me should you need assistance.

Ina Cloete |