

THE OPEN UNIVERSITY OF TANZANIA

FACULTY OF BUSINESS MANAGEMENT

MBA-DISTANCE, 2008

OMK 608: INTERNATIONAL MARKETING

TERM PAPER:

Identify any business in Tanzania which is involved itself in Electronic Marketing and write a report including the following information.

- Type and background of the business
- Core activities of the firm
- How electronic marketing is integrated in the business systems and how it performs
- Challenges faced by the business by using e-marketing
- What are the other marketing strategies employed by the business
- Recommend ways on enhancing e-marketing in the business

TO BE SUBMITTED BEFORE 29TH MARCH 2008.