

**THE OPEN UNIVERSITY OF TANZANIA
FACULTY OF BUSINESS MANAGEMENT**

DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

**OMK 612: STRATEGIC MARKETING
TERM PAPER-2009/10**

MBA DISTANCE

Introduction

For all the courses in Postgraduate level, students are required to write independent papers, which are known as trimester or term papers. Normally these papers tend to evaluate students in ability to read and synthesise diversified material on the topics of the subject matter. Students are expected to read and summarise other people's works and then provide their own views on the discussed concepts. For a well articulated semester paper, it may form the basis for the research proposal to be undertaken later during the course of study.

Term Paper question:

Discuss the Application of "Strategic Marketing Planning" in any organization of your choice and critically examine if there are any weaknesses in the current planning processes. Advise the management accordingly.

NB: Your paper should not exceed 15 pages including the appendices

Dead line for submission is on or before 26th March 2010.