Description Read the following case study: Kotler, P. and K. Keller (2016) Marketing excellence: Nike, In Kotler, P. and K. Keller (2016) Marketing Management, 15th Global Edition, London: Pearson, pp. 52-54. Critically discuss Nike’s marketing mix approach, and how effectively it is responding to marketing environmental challenges any ONE market of your choice (100 Marks). As a guide you should: (a) Provide a critical discussion of the marketing mix of Nike in ONE country of your choice through the use of appropriate literature and practitioner sources (50 marks). (b) Critically discuss how effectively the company is responding to marketing environmental challenges using PESTEL analysis in ONE specific country of your choice through the use appropriate literature and practitioner sources (50 marks) You should draw upon relevant academic as well as practitioner sources to support your points (i,e. Broadsheet newspapers available on Nexis, reputable new agencies, documentaries via Box of Broadcasts etc). Do not address the questions (if any) at the bottom of the printed case study. Please note that you should use the printed case study as a starting point in your analysis, as you are expected to undertake your own desk research to update your understanding of the current corporate context of the company in the case study. Your work should be in a creative, critical and evaluative manner. Ensure that your arguments are clear and logical and where appropriate include academic sources, i.e. academic journal papers, which add weight to your points raised. Please show in your list of references an appropriate breadth and depth of references relevant to the topic. Your work must be correctly referenced throughout in the Harvard format. Your assignment should be word processed and produced in an appropriate academic style. The font should be 12, and be double spaced. The work should be completed on an individual basis. WARNING – ACADEMIC MISCONDUCT The University’s policy on Good Academic Conduct applies. Plagiarism, collusion and other forms of misconduct identified by the Policy are serious offences leading to potentially very severe disciplinary consequences. Cases of academic misconduct WILL be reported. In a nutshell plagiarism means passing off somebody else’s efforts as your own work. The following are NOT permitted: • Copying somebody else’s work in whole or in part • Getting somebody else to help you with the specific content of your assignment (only general discussion with somebody else about the topics covered in the assignment is permitted – not discussion about the specific assignment contents) • Getting somebody else to correct your work • Copying (or cutting and pasting) text or web site content into your assignment without attribution of the source with full academic referencing • Quoting more than 100 words of text verbatim even with attribution to the source