



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



BMMB7012 – Marketing Management

Assignment 1

Submission Template

Printed Name: _____Yinni Ma_____

Signature: _____Yinni Ma_____

Please list your group members (names & ID) in the box below:

Yali Wang(2229349)
Yinni Ma(2227825)
Tingting Zhang(2232836)
Dongxue Huang(2229180)

Please state your chosen organisation & contemporary issue in the box below:

Selected Organisation:

ByteDance

Selected Contemporary Issue:

Developments in social media and its use as a marketing platform