



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



BMMB7026 – Managing Marketing Change

Assignment 1

Submission Template

Printed Name: __Andreea Tudosie__

Signature: __Andreea Tudosie *Andreea*__

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

Student Name: Andreea Tudosie
Student Number: 1905196

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

Selected Organisation: IHG Group

Selected Key Issue: Analysis of challenges faced IHG