



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



BMMB7012 – Marketing Management

Assignment 1

Submission Template

Printed Name: _____ Luyao Feng _____

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The company we selected is: Huawei Technologies Co., Ltd.

The issue we selected is: Developments in social media and its use as a marketing platform.