

PROJECT

The Role Of Event Marketing In Promoting New & Existing Product In Beverage Market (09/2020)

A Case Study Of Nigeria Breweries Plc.

The study examine the roles of event marketing in promoting new and existing product in the beverage industry and Nigeria Breweries Plc was used as a reference organization. Events marketing are more than patronage, benefaction. The study revealed that here is a positive relationship between sponsorship and promotion of new and existing product.