

Profitable marketing for non marketing managers

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22/02/05

What is marketing?

At this stage a formal definition is not being presented but do you know what marketing is?

Activity 1

In your own words describe what you think marketing entails.

Activity 4

Think of a long established, successful brand, such as Mars. In what ways have the marketers of this brand maintained its successful position in its market?

Activity 5

Using Ansoff's Matrix, comment on which one of the four strategies your own company currently adopts. Additionally, select one further strategy that your company could adopt in the next 12 months and explain how it should be implemented.

Activity 6

How are your own company's products and/or services priced? What factors are taken into account when setting them?

Activity 7

Consider the pricing strategies used in your own company. Comment on what type of pricing strategy is used and why.

Activity 8

1. How does your company use databases to provide information about your target customers?

2. Do you think your company is effective in its direct marketing campaigns?
If not, why?

Activity 11

Examine closely your company's web site. How effectively does it promote products /services to customers and what aspects of the promotional mix are included?