Profitable marketing for

non marketing **managers**

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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.

|Take the definition of marketing and apply each aspect of it to your own |company situation. For example, how does your organisation identify what |customers' needs are? | | | |

Activity 3

1. Give a synopsis of how relationship-marketing techniques are used in your own company/organisation.

2. If none are evident, specify what your company /organisation ought to be doing to build customer loyalty.

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.

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.

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?

1. List the main advantages of advertising as a promotional tool.

2. How does your own company use advertising as a promotional tool?

Activity 10

1. With reference to your own company, list the sales promotional activities that are used to increase sales and profitability.

2. Which are the most and least successful, and why?

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?