

Name : Syed Gohar Ali shah

Roll No : 15701

Paper : Marketing Management

Teacher : Sir Zaighum Abbas

Exam : MPhil Term

Q1 Explain the four dimension of holistic marketing concept along with recent examples?

DEFINITION # 1 :-

The holistic marketing concept is based on the development, design & implementation of marketing programs, processes & activities, that recognizes their breadth & interdependencies.

Holistic marketing recognizes that everything matters with marketing & a broad, integrated perspective is necessary to attain the best solution.

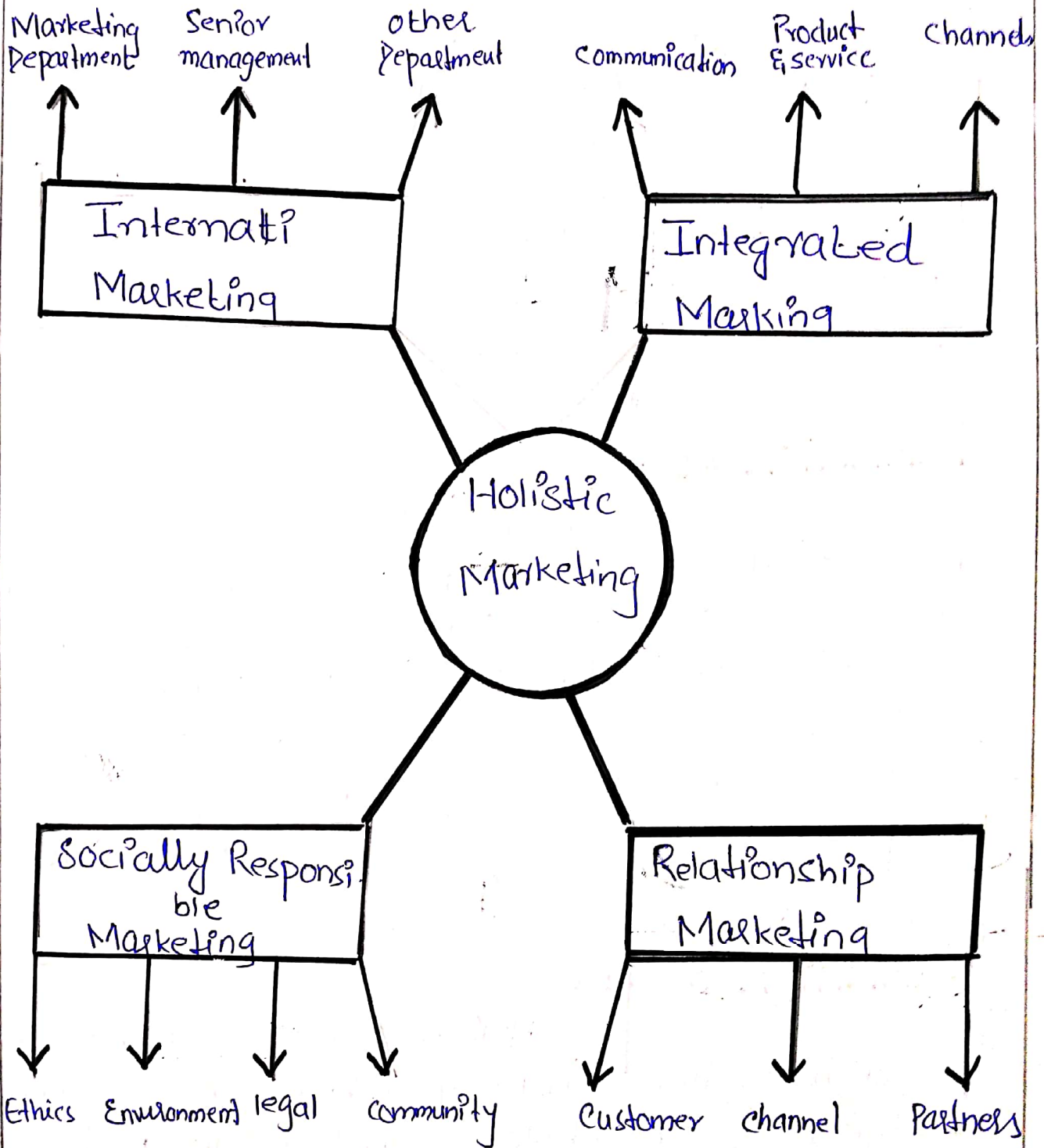
(Philip Kotler & Kevin Lane Keller)

DEFINITION # 2 :-

Holistic market can be defined as a marketing strategy which considers the business as a whole & not as an entity with various different parts.

COMPONENTS OF HOLISTIC MARKETING :-

There are four main components of holistic marketing which collectively cover all aspects. Each of the branch is stated & explained with examples.



Schematic Overview OF

Holistic Marketing Concept

1. RELATIONSHIP MARKETING:

Relationship marketing is concerned with building long lasting relationships with various parties connected to a business including the customers, employees, suppliers, financial institutions, regulatory bodies, competitors, firms & the society in general.

Relationship marketing is about building relationship with all those who can affect the firm's success or are capable of adding value to it at any level. The traditional selling approach where the customers & firm interacted only during sales is no more acceptable in current environment. Today the firm need to maintain a regular contact & keep reminding of the brand to the customers. Repeat purchases by the customers demand a strong relationships but also enhancing them over the time. The result of effective relationship marketing is a strong marketing network.

The stronger the relationship they have with the company, the more likely they will be involved in positively marketing the business whether directly or indirectly. e.g. Asim Jofa, J. & sana safinaz. The customer are very loyal to the brand & act as a company brand ambassadors all over the world.

EXAMPLE # 1:

Female brand sana safinaz which

birthday to their regular customer & also offer special off on her birthday. They keep contact on their customer on given information & also keep strong relationship with them.

EXAMPLE # 2 :-

J. also keep strong relations with their regular customer specially golden card customer. They offer special off & also inform them from each new entry, volume or sale.

2. INTEGRATED MARKETING

Integrated marketing is about creating a unified & seamless customer experience across all the touch points where the customer interacts with the brand & ensuring them all marketing communication sales, promotions advertisement, direct marketing, public relations etc. (deliver the same message).

Ensuring that all market communication is in sync helps deliver an efficient & effective message to potential customers & projects a strong & focused brand image.

The aim of integrated marketing is to gain synergy out of all marketing activities & it is -

only possible when an integrated approach is adopted. It is basically about designing an effective integrated marketing mix executed well to derive synergy.

EXAMPLE # 1 ::

Before launching new herbal product W.B hemani was communicated with their potential customers on all different media channels i.e (Facebook, Insta, news, message etc) with same message.

EXAMPLE # 2 ::

Before launching new outlet saphis was communicated with their potential customers on all different media channels with same message.

3. SOCIALLY RESPONSIBLE MARKETING:

Holistic marketing suggests that the marketing responsibility is not limited to the customers but it extends to the society in general, societal marketing suggest that marketing activities should considered ethics, society, laws & the environment while designing activities. Any such marketing activities which are economically profitable but socially harmful are strictly restricted under societal marketing aspect of holistic marketing. The marketing should not adopt an irresponsible behavior towards the society. The increase popularity of societal marketing aspect can be well understood by a larger evidence of corporate social responsibility activities undertaken by

most firm now days.

EXAMPLE # 1.

A molly team launched a campaign in Lahore where they installed zoomed benches in public park for the homeless to rest which was highly appreciated & also resulted in increased sales.

EXAMPLE # 2.

Asim Jaza along with his team has come up with special protective gear for medical staff, that selflessly continues to work in hospital in order to treat patients suffering from covid-19. So nowadays a lots of actors & actresses help out Asim Jaza in this good activity & are willing to act as a brand ambassador.

4. INTERNAL MARKETING:

Internal marketing is based on theme that employees are the internal customers of a firm & their satisfaction.

Internal marketing ensures building a skilled & self motivated workforce & that every member of the organization form properly understands the company's marketing orientation & philosophy towards the customer satisfaction. Internal marketing is also about maintaining harmony & co-ordination among

various marketing functions & activities within the organizations. There should not be any conflicts with in the marketing & other departments because that would somehow negatively affect external marketing also.

EXAMPLE # 1 :-

PC of Peshawar maintain their standar through good internal marketing. They organize workshop or training for their ~~custo~~ employee to educate them & develop their skill. They also offer special off. bonus insurance & nurturing communication & collaboration among them.

EXAMPLE # 2 :-

ufone company also have good internal marketing.

Q2 Elaborate the article why good leaders make bad decision, which has three major concept.

- > How the brain trips up
- > Raising the red flag.
- > Safeguarding against four biases.

DEFINITION OF LEADER :-

A leader is a person who influences a group of people towards the achievement of a goal.

DEFINITION OF GOOD LEADER :-

A good leader is one who knows the ways, goes the way, & shows the way. (John C. Maxwell)

Leader make decision on a daily basis & has ability to practice sound decision making strategies & respond appropriately when bad decision inevitably do happen will set a part as a great leader, & help you avoid making bad decision that are beyond repair.

According to authors decision making remain at the centre of our professional & personal lives. This is reality that important decision is made by intellegent, responsible people with best information & intension which are never flawed at times. Modern neuroscience teach us that two hard-wired processes in the brain pattern recognition & emotional taggi.

ing are critical to decision making.

MAJOR CONCEPTS:-

In this article authors clearly delivering its message about what factors lead a good leader to take certain decisions. These factors include:

HOW THE BRAIN TRIP UP:-

The two main aspect behind the working of the human mind are pattern recognition & emotional tagging. Both are normally reliable indeed, they provide us with an evolutionary advantage. But in ^{certain} circumstances either one can trip us up & skew our judgement. Pattern recognition is just process like recognizing a face. Its not like flicking through a photo album till, find the right match. Its more complicated in that the brain perceives many different bits of information from an event that it assembled in the brain. In IT e.g, if an exec is trying to resolve some problem & faulty software was to blame previous ly, he will see that as the problem if any of those symptoms are around. There is likely to be bias.

The second aspect is emotional tagging. Experiences & thoughts are tagged in mem.

ony alongside the emotions that accompany them. If leader have a very good experience with a new project, then will have a strong emotional tag toward project. Sometime they think & note a lack of checks & balance in decision-making. That time all think that a system is not working because of poor documentations, but they don't really know why they think that. A lots of it happened in their subconscious. Also make decisions one planet a time. That time the leader assess the situation & conclude that the problem is lack of documentation process. Then the core concept is to learn from every interaction, deciding which emotion to evoke in a given situation. e.g a great leader would learn how to built trust with in a team rather than relying on older techniques of instilling fear are only providing top-level analysis of a situation. Emotions have evolved to serve us & all of them provides real value for leadership.

2. RAISING THE RED FLAG:-

In this article the author describe the condition that promote errors of Judgement & explore how organization can built safe guard against them in do the decision making process. In their analysis the author.

describes three red flag conditions that are responsible either for distorting emotional lagging or for encouraging people to see false patterns. These three red flag are. The presence of inappropriate self interest, the presence of distorting attachment & the presence of misleading experience.

→ self interest is the first red flag that can affect the decision of the most thoughtful & upstanding leaders. Its not only limited to distortist or misguided people but it can influence leader judgement even when they are trying to prevent it from doing so. e.g our ruler self interest is to make a lot of money, & that make the poverty rate more high.

→ The second is the presence of misleading experience, which take the decision maker down the wrong path. e.g Fred Goodwin, the ex chief of Royal bank of Scotland decided to acquire ABN Amro is an high priced all-cash deal on the cusp of recession, it was based on past experienced. other example is Pakistan Dean trade centre. The owner of Dean hadh centre took decision of Peshawar trade centre

on the basis of past experience Karachi became a trade centre. The experience of Karachi trade centre was good so he decided to open a trade centre in Peshawar. But in Peshawar majority people belong to middle lower class. Due to terrorism elite class shifted to Islamabad & other cities. The owners didn't study the psychi & economic level of Peshawar people & that is why his idea flop. So now he regretted.

→ The third red flag listed by Campbell is the presence of distorting attachments. The bond we develop with people, places, & things & the way these bonds affect the judgement we form about the situation we face. e.g. if a child is mistreated by his or her father, the child may not only attach the fear & anger towards the father but will also relate this fear & anger to other men that look, talk or act like the father.

SAFEGUARDING AGAINST YOUR BIASES

It is a part of human nature to take positive or negative bias toward situation, persons, or some thing. Sometimes when the person has good

attachment to someone so that time he has to keep a part his biases & safeguard them as to not affect his decision. e.g. In organization when perform. Job together by two friends when one friend has no command on their work & has to know that he down rate the name of organization but due to friendship he give protection to him. So that time any leader can take bad decision.

