

NAME: JAVID UR-REHMAN

STUDENT ID# 14521

LECTURER'S NAME: MS. ZAIGHUM ABBAS

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SUBJECT: MARKETING MANAGEMENT.

Q.1

The Holistic Marketing:

A marketing strategy which considers the business as a whole and not as an entity with various different parts. There are four concepts of holistic marketing.

- Relationship marketing
- Internal marketing
- Integrated marketing
- Performance marketing

Relationship Marketing:

Relationship marketing is a strategy designed to foster customer loyalty; interaction and long-term engagement.

EXAMPLES:

- Customers

- Employees
- Partners
- Financial Community.

INTERNAL MARKETING:

Internal marketing is the task of hiring, training, and motivating able employees who want to serve customers well.

EXAMPLES:

- Marketing Department
- Senior Management
- Other Departments.

INTEGRATED MARKETING:

Integrated marketing communication (IMC) is a process for planning, executing and monitoring the brand messages that create customer relationship.

EXAMPLES:

- Communications
- Products and Services
- CHANNELS
- Price.

PERFORMANCE MARKETING:

Performance marketing is a comprehensive term that refers to online marketing and advertising programs in which

advertisers. when a specific action is completed.

EXAMPLES:

- SALES revenue
- BRAND and Customer equity
- Ethics, Environment, legal, Social.

Q.2

GOOD LEADERS MAKE BAD DECISIONS-

As we see in our daily life we made a lot of decision some are of our own family which effect us and our family some decision we make in Business its not only affect us but also disturb the wages of many other people. Sometime in life some intelligent people make decision which later on proves wrong.

As we saw in life some genius people take decision which later on becomes flawed. So we should know what have to be done while making a decision are we have enough information about the decision we are making.

How The BRAIN TRIPS-

Mainly decision making is based on two thing the first thing on which we ~~make~~ make decision is our mind by which we think about the decision and the other thing is our emotion or feeling on which we make decision these both cases work but sometimes

They Don't.

As we have that the thing we mostly do unconsciously our brain are not recording the data all the time and when we have to take the decision we don't have any data or any active thought its human nature that our mind force us for the results rather than to find alternate or we are particularly bad at revisiting our initial assessment of a situation.

RAISING THE RED FLAG

The leader that make bad decision based on these thing and that things ~~are~~ are called raising the red flag. The first of all is that our personal emotion which are attach to us and we want to implement it and see the result like in case of doctor we see that they are unable to prevent self interest of which ~~the~~ medicine have to be prescribed or not during audit.

The second thing is that sometimes we are emotionally attach to people, place etc. and we are reluctant to take decision on it. And this reluctances sometimes our come our power and we make a bad decision.

The third thing is that sometime the memories in our mind we think they can be implemented in current situation but they don't and they led us down. Matthew gives a very little thought that there should be city under the sea. So if we take good decision in past so it will help us in present-

-situation.

SAFEGUARDING AGAINST YOUR BIASES

Safeguarding against your biases means when a leader is making decision on his biases and often leads to bad decision. There are three types of safeguards to strengthen the decision process.

- Injecting fresh experience or analysis.
- Introduction further debate and challenge.
- Imposing stronger governance.