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Cours: Marketing Management

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Question # 1

The holistic marketing concept is based on the development design, and implementation of marketing Programs. Process, and activities that recognize their breath and interdependencies.

Holistic marketing

① Internal marketing

a: marketing department

b: senior management

c: other department

② Performance

a: sales revenue

b: Brand customer equity

c: Ethics

D: Environment

E: Legal

F: social

③ Integrated marketing

a: communications

b: Product, services

c: channels

D: Price

④ Relationship marketing

a: customers

b: Employees

c: Partners

D: Financial commun

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Decision making lies at the heart of our

Personal and Professional lives. Every day we make decision. Some are small, domestic and innocuous. Others are more important, affecting people's lives, livelihood, and well-being. Inevitably we make mistakes along the way. The daunting reality is that enormously important decision made by intelligent, responsible people with the best information and intentions are sometimes hopelessly flawed.

①

A: Brain Trips UP :- we depend primarily on two hardwired processes decision making. Our brains assess what's going on using pattern recognition, and we react to that information - or ignore it because of emotional tags that are stored in our memories. Both of these processes are normally reliable. They are part of our evolutionary advantage. But in certain circumstances, both can let us down.

②

b: Red Flags!

in the end the steering committee

proposed an outright sale of the division, a decision the board approved. The price received was well above expectations convincing all that they had chosen the best option.

The chairman of global chemicals took the lead role in designing the decision process. That was appropriate given the importance of the decision but many decisions are made at the operating level, where direct CEO involvement is a division of a larger U.S. utility. Southern consisted of three operating units and two powerful functions. Recent regulatory changes meant that prices could not be raised and might even fall. So managers were looking for ways to cut back on capital expenditures.

Division head Jack Williams recognized that the managers were also risk averse. Preferring to replace equipment early with the best upgrades available. This, he realized was a result of some high-profile breakdowns in the past, which had exposed individuals both to complaints from customers and to criticism from colleagues. Williams believed the emotional tags associated with these experiences might be distorting their judgment.

③

c: safeguarding Against Biases.

A European multinational we'll call

Global chemicals had an underperforming division. The management team in charge of the division had twice promised a turnaround and twice failed to deliver. The CEO, Mark Thaysen, was weighing his options.

This division was part of Thaysen's growth strategy. It had been assembled over the ~~previous~~ previous five years through two large and four smaller acquisitions. Thaysen had led the two larger acquisitions and appointed the managers who were struggling to perform. The chairman of the supervisory board,

Olaf Grundweld, decided to consider whether Thaysen's judgment about the underperforming division might be biased and, if so, how he might help Grundweld was not second-guessing Thaysen's thinking. He was merely alert to the possibility that the CEO's ~~views~~ views might be distorted.