

Question 1: Explain the four dimensions of holistic marketing concept along with recent examples.

Answer: Holistic marketing means overall marketing inclusive of all aspects and branches. There are four main branches of holistic marketing which collectively covers all aspects. Each of the branch is stated and explained below and also supported with answers.

① Relationship marketing: This is the form of marketing which covers good ties and relations with all the people involved in the business. By all, it means the vendors, suppliers, retailers and customers. This is very important for marketing as every body wants due attention and acknowledgment as it is a source of motivation for vendors and suppliers and a way to show concern to the customers. The term PR is also used in this context and is very important in all forms of industries as an industry can get hefty business or even lock big deals based on PR which basically the job role of a relationship manager. The post of relationship manager can be found in every industry may it be the banking sector, Telecom sector or even a steel mill. For instance, it is the relationship manager in a telecom service provider who is responsible for bringing in corporate clients who are the major source of revenue. It is also the duty of a relationship manager to entertain the queries of the clients even on holidays as he has to maintain good ties for customer satisfaction. For example if there is any network issue, the customer will call the Relationship manager, the same will be done for any other connectivity issue or package information directly seeking remedy of the problem.

② Integrated Marketing: Within integrated marketing branch of holistic marketing, businesses works together making collective marketing decisions that create value for stake holder through a clear and concise marketing message. All activities under the ambit of integrated marketing including direct marketing, online communication, social media, public relations and advertising work along with one another to ensure that the company's customers and business partners get the same experience and

Perception of the company. For instance the telecom sector of Pakistan, specifically Telenor, is practising the integrated marketing model. Any package that the company introduces is advertised on every forum may it be social media, App, website, TVC, PR etc. Similarly when Telenor has to suspend its network due to any congestion etc, it announces it before hand so that the customers are prepared in advance to avoid any inconvenience. This message is also broadcasted before hand on every forum which is also an example of integrated marketing.

③ Internal Marketing: Internal marketing is basically working on the satisfaction and contentment of company's own employees. It is taking care of the employees such that they feel attached to the company which leads to satisfied customers. Eventually, a happy and motivated employee will put in extra efforts in his/her job roles which will in return improve product and service delivery hence increase customer satisfaction. An employee is satisfied when he is sure that the company cares for his personal growth and not only the company's growth. This happens when a learning and diversified is created by the company. Also when care is taken of the needs and wants of the employees. For instance, Telenor has been the best employer of Pakistan since 2014 as it takes care of its employees in terms of personal growth and provides opportunities in terms of diversified career growth. By placement of employees in different departments which has proven very promising for their careers. Also it health facilities (insurance) stands out from those provided by others. Specially when the sales teams achieves their targets, they are rewarded with foreign trips which is highly motivating.

④ Socially Responsible Marketing: This is the last component of holistic marketing and extends company's reach beyond the customer. Consuming its products or services to the society in general. It is aimed at creating marketing initiatives that are based on ethically sound business practices such as environment friendly productions or meaning full interaction with the surrounding communities. Marketing campaigns

that are intentionally socially responsible provide another method for business to build a long lasting, beneficial stake holder and partner relationship. For instance, the armed forces and police personnel who stand for snap checking on the roads in harsh conditions like extremely hot and sunny days and on the other hand in rains, face great difficulty. Telenor had launched a campaign to provide umbrellas to all such check posts which fulfilled both social responsibilities and at the same time marketed the product. Similarly molty framed launched a campaign in Lahore where they installed foamed benches in public parks for the homeless to rest which was highly appreciated and also resulted in increased sales.

Question 2: Elaborate the article why good leaders make bad decisions which has 3 major concepts?

Answer: How the brain trips up?

The article is very coherent in ~~making~~ delivering its message about what factors lead a person to take certain decisions. The two major aspects behind the working of the human mind are pattern recognition along with emotional tagging. Pattern recognition is basically identifying and analyzing a person's past experience or judgments in order to take new decisions by associating them with his similar sort of past endeavours which he might have encountered. The conscious mind of a person is only the tip of the ice berg and most of the decisions are made sub-consciously through a person's perception of the situation and how to handle it based on his recognition of the patterns which he chooses to interpret and then reach to a conclusion and make decision due to his emotional tagging. It is a connection that a person makes based on ~~the~~ his memories clumped up in his mind. So when a situation is presented in front of a person, he recognizes the signs and associates them with his past memories and takes decisions accordingly. The practice is useful if ^{you} are able to properly identify the pattern without a hint of any doubt and make a decision based on a similar prior situation extracted from his memories.

However, in many cases, it can lead a person to take a poor decision because of the fact that he is not able to identify the pattern

Correctly or he might miss a certain pattern because his subconscious mind automatically filters out some patterns disregarding them as noise and paying heed to only those patterns which he has an emotional experience which can lead a person to take a bad decision. For example, ~~the~~ when 3g was launched in Pakistan, Telenor Pakistan went to by a 5MHz frequency band instead of 10MHz. They adopted the defensive mode of investment based on their previous decisions when they ~~both~~ ^{bought} large frequency bands and could not manage to ~~at~~ attract large number of customers for it. This was a bad decision as the 5MHz quickly filled up and Telenor 3g became choked hence customers switched to 20mg. This was a bad decision based on past patterns.

Raising the red flag:

Red flags are basically the patterns which are perceived differently to as they actually are and should be interpreted to make a good decision. The presence of red flags can distort a person's mind to reach a proper and concise conclusion. There are 3 types of red flags which can cloud a person's judgement and thus hamper his decision making process. The first and foremost of it is the presence of in appropriate self interest in which a person gets too much obsessed with something and then he only perceives what he apparently believes to be the right pattern by getting too much emotionally involved with the information that he believes to be true regardless of the fact whether it is true or not by jumping to conclusions. The second factor of red flag is the presence of distorting attachments in which a person gets too much attached to another person, thing, place or an idea for that matter that he is not willing to give it up even if it becomes hazardous for him without him realizing the fact. The third and final factor of red flag is the presence of misleading memories.

It can make a person go down on a wrong path because of the misleading memories being fed by the brain sometime which would eventually lead to make him take a wrong decision. It happens such that his previous memories associate the past scenario with the current scenario and makes him believe that both the cases are relevant to each other and he takes the same decisions that he took in the past which doesn't associate with the situation in the current scenario, so taking the same step which proved to be good for him in the past could be disastrous for him in the current scenario if he is being misled by his memories. For instance, if a person has a family business coming from generations and is suffering a loss but due to emotional attachment, he is dragging the business putting back everything that he has earned from it and ~~and~~ ~~lead~~ which leads him to bankruptcy. He failed to recognize the red flag thus costing him a fortune.

Safeguarding against your biases:

It is in the human nature to form a negative or positive bias towards someone or something or some situation. It is pertinent that in order for a person to make a proper decision, he has to keep apart his biases and safeguard them as to not affect his decision. For example, it is very common that you form a bond with someone and there is a tough decision to be taken involving him, the decision of the person can be affected as to favour him but any leader should take the right decision by safeguarding his own biases. For example, a person is the manager of a company and the company is constantly performing under par. His best friend also works in the same company and his performance is the foremost reason of the decline of the company and should be fired, the manager's decision might be clouded because of ~~the~~ his bias towards him so in order to do that, his biases are to be safeguarded. This can be done by intervention

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by other people and giving the manager other perspectives too. His mind should be fed with other alternatives to atleast pay heed to them. The people at higher level should also play their role when they see some practice like such happening and should play their due part by putting pressure that even he doesn't fire him, atleast he has to be given a warning notice along with salary cuts. ~~the~~ Hence the safeguarding of proper biases is very important to take a proper decision.