

## MARKETING

Dr. Mahani BMA Shakur  
Faculty of Economics & Business  
Universiti Malaysia Sarawak



This OpenCourseWare@UNIMAS and its related course materials are licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.



# LU 2: Marketing Strategy



# Objectives

- At the end of this learning units, you should be able to:
  - Briefly explain the marketing planning role and strategy in an organisation
  - Discuss approaches that can be used to analyse business portfolio and develop growth strategies
  - Understand the term ‘value’ and satisfaction



# Market vs. Product Oriented Business Definition

Company	Product-Oriented Definition	Market-Oriented Definition
Facebook	We are an online social network	We connect people around the worlds and help them share important moments in their lives
Revlon	We make cosmetics	We sell lifestyles and self-expression; success and status; memories, hopes and dreams

Source: Kotler and Amstrong, 2014



# Introduction

- Marketing Planning and strategy must maintain the strategic fit between the company's overall organizational goals, capabilities and it's changing marketing opportunities



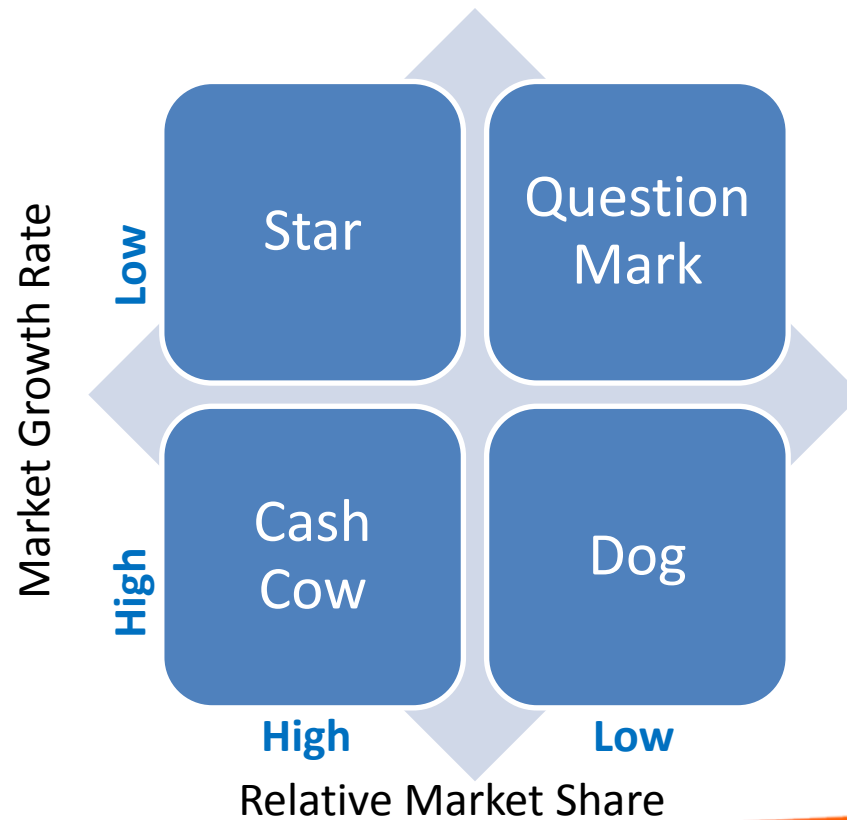
# Marketing Planning Role

- Defining a market oriented mission
  - Every organisation requires a clear mission statement that communicate the purpose of an organisation
  - Market orientation should tally with the organisation's mission statement
- Setting Up Company Objectives and Goals
  - The broad mission leads to a hierarchy of objectives, including business objectives and marketing objectives

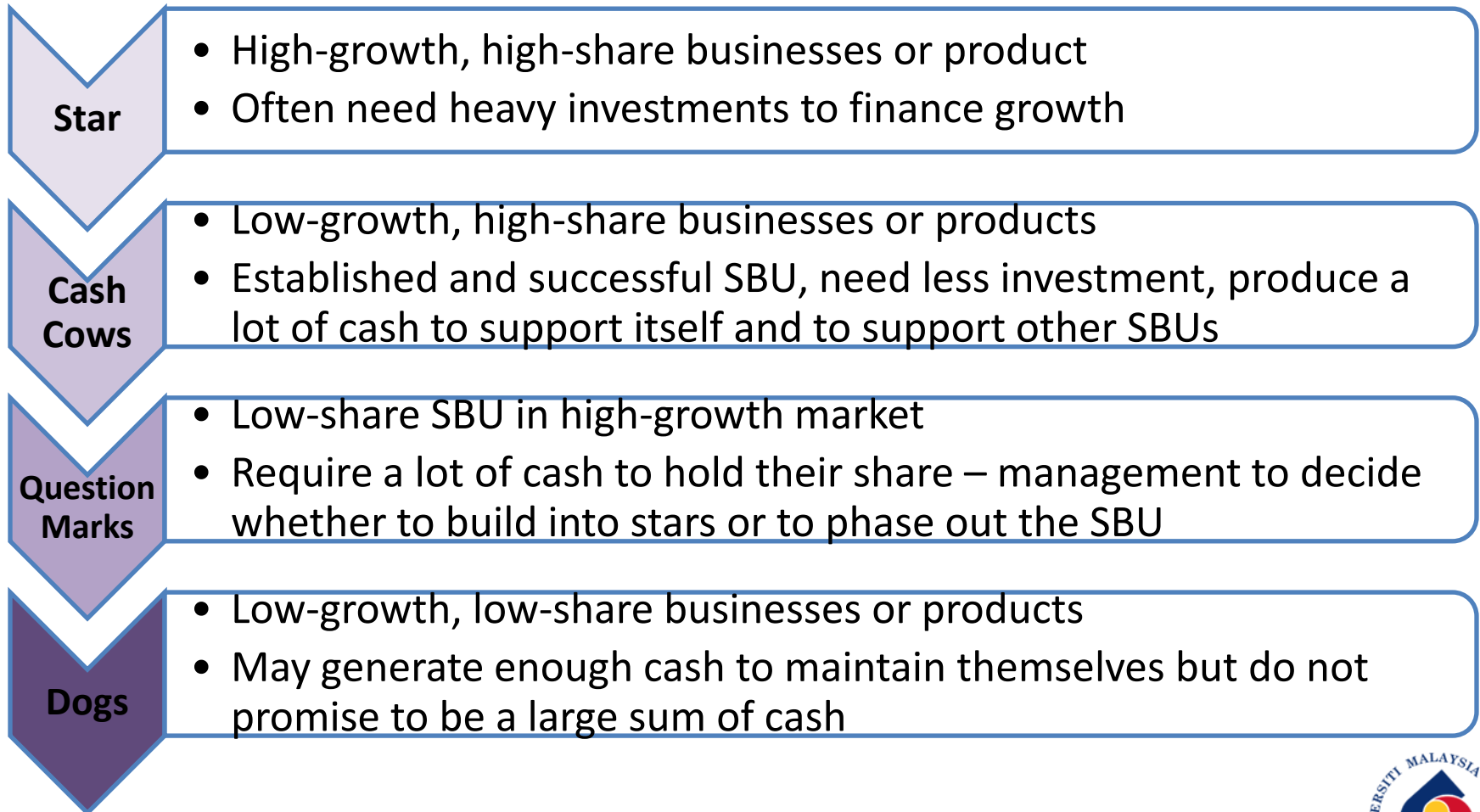


# Business Portfolio Analysis

- Analyzing the Strategic Business Units (SBU) performance
- Popular – Growth Share Matrix
  - The Boston Consulting Group Approach



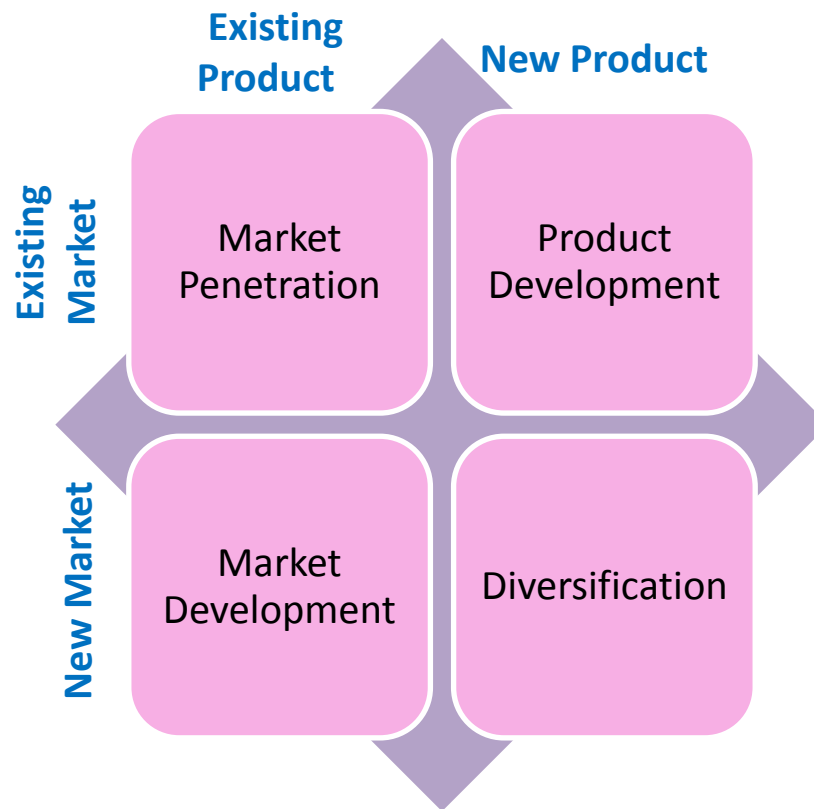
# The Boston Consulting Group Approach





# The Product/Market Expansion Grid

- Often known as Ansoff Matrix



# Customer Value and Satisfaction

- Satisfied customers will stay –i.e. customer retention
  - Loyal customers normally will spread good news about a company/ brand.
  - Desired by the company since it will reduce the cost of customer acquisition
- Not satisfied customer
  - Moving away from our company / brand
  - Switch to competitors' product / services → spread negatives expressions about a company/ brand.



# Customer Value and Satisfaction

- Golden Rule: Customer is Always Right / Customer is King!
- One of the way to measure loyal customer - with Customer Lifetime Value (LTV)
  - i.e. Prediction of the amount of revenue / profit that a single customer can generate for a company from the relationship with a customer, over his /her lifetime



# Main References

- Kotler and Amstrong (2014) Principles of Marketing, 15<sup>th</sup> ed., Person Education Ltd., Essex
- Lamb, Hair, McDaniel, Summmers and Gardiner (2013) Marketing<sup>2</sup>; 2<sup>nd</sup> Asia-Pacific Edition., Cengage Learning Australia Pty.Ltds.

