



Libyan International Medical University
Faculty Of Business Administration



Book Summary for:

Strategic Marketing Concept and Cases

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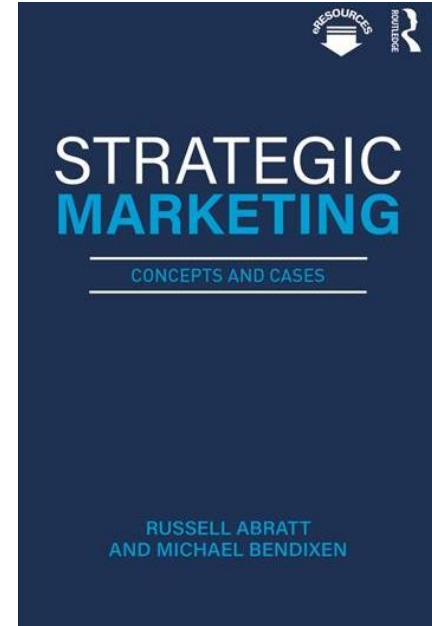
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1. Introduction

This book was published on June 27, 2018 and is written by Russell Abratt and Michael College both are Professors of Marketing at the H. Wayne Huizenga College of Business and Entrepreneurship, Nova Southeastern University, Fort Lauderdale, Florida

This book is a collection of cases that explore strategic marketing concepts. It looks at marketing from a strategic point of view and the decisions that top management, including the Chief Marketing Officer, has to make with regard to marketing. Chapters explain what strategic marketing is, and then discuss strategic segmentation, competitive positioning, and strategies for growth, corporate branding, internal brand management, and corporate reputation management. Each chapter has examples and at least two case studies.



2. Strategic Marketing

An organization's integrated pattern of decisions that specify its critical choices concerning marketing activities to perform and the manner in which these activities are to be performed, as well as the allocation of marketing resources among markets, market segments, and marketing activities toward the creation, communication, and/or delivery of a product that offers value to customers in exchanges with the organization, allowing the organization to achieve specific objectives.

And to simplify this description its essence is revealed in two questions:

- How to compete?

- Where to compete?



Xfinity comcast is use to market consumer cable television, internet, telephone, and wireless services provided by the company.

Problem of case : A client was facing problems with its internet connections, so they contacted the company but the company didn't responded well.

Point of the case: A large well-known company with high profits will not operate for long term if it does not own a well-managed customer service as loyal customers will be unsatisfied and stop using the company's products and services which will lead eventually to huge losses.

3. Strategies Segementation

Market definition and market segmentation are strategic ideas that are widely acknowledged by academics and practitioners alike. Markets influence strategy; hence segmentation is a crucial element in strategic marketing.

According to Sausen, Tomczak, and Herrmann (2005), market segmentation has five primary goals:

1. New client potential is being capitalized on.
2. Existing client potential is being developed.
3. Boosting customer profitability.
4. Marketing measure targeting is being improved.
5. Identifying new submarkets.

Burger King had difficulties keeping customers because of brand identity challenges. To the public, it appears to be a highly perplexing brand. When it initially began, it was most recognized for its principal product, the Whopper. It provided them with a delicious burger at an affordable price.

Burger King's brand image needs to be restructured so that it represents itself rather than every other fast food business. And they fixed the problem by organizing their targeted segmentations



4. Competitive analysis and positioning

Competitive positioning is a combination of an organization's choice of target market and the sustainable differential advantage it is seeking to create as a means of securing a place in the market and in the minds of stakeholders.

1. Price positioning

2. Innovative positioning

3. Benefit positioning

4. Service positioning

5. Corporate citizenship positioning



Problem of Case: the risks that it takes, the issues of sudden demand, its competitors, and a probable scenario of stolen consumers,

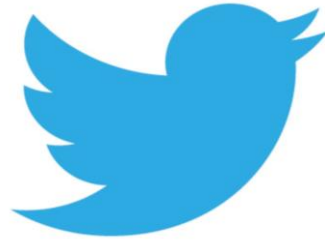
Solution of Case: If a customer has a question about a delivery, there is always live support staff available to answer their phone calls. Packages may, of course, always be traced online.

FedEx is well positioned for future success. Existing market competition will continue to put pressure on FedEx to provide high levels of service at competitive prices. Fed Ex is well positioned to be an industry leader in general.

5. Strategies for growth

Giving each group a wide range of items is the key to meeting their various wants.

It stands to reason that having a wide range of items necessitates the brand being deemed very adaptable to prosper. Customers always want the finest from the thing they purchase, in this case a new house. They only feel trust building once the initial transaction has been completed with favorable outcomes and the consumer is really delighted with the purchase, considering how he or she has been handled by the company as well.



Problem of Case: Unless people use Twitter for work or "have been familiar with it over a lengthy period of time," there may not be a compelling incentive to sign up and continue using it daily (Statt, 2015). This has been Twitter's main

Case Solution: Twitter rolled out a new marketing strategy which includes videos explaining what Twitter stands for, distinguishing it from other social media platforms.

6. Corporate branding and internal brand management

The corporate branding concept places an emphasis on employees' attitudes and behaviors. This has given rise to internal branding and employer branding, which argue for a closer alignment between the employees' values and those of the corporate brand.

Problem of Case: Uber's former CEO Travis Kalanick built a hugely successful business, but an increasingly toxic culture had become a poison and tarnished the brand.

Solution of Case: To reinforce their newfound dedication to a better customer experience, Uber's brand strategy started with its most important visual element: their logo.



7. Corporate reputation management

Corporate reputation is a summary view of the perceptions held by all relevant stakeholders of an organization and what they believe the organization stands for, and the associations they make with it.

The Dimensions of corporate reputation

- Vision and leadership quality
- Corporate governance
- Financial performance
- Investment in product development and innovation and product quality
- Investments in human capital workplace (good employer)
- Corporate citizenship



How Chipotle turned around a brand reputation that was negatively impacted by food poisoning outbreaks through consistent marketing campaigns focused on healthy food.

Through the ‘For Real’ campaign, Chipotle was able to turn-around their brand image from one where people were concerned about health, to one where people are thinking ‘health-friendly.’ How did they do it? Through consistent brand management; branding, imaging, copy were all consistently focused around healthy food. From social and promotional campaigns (like free guacamole on ‘National Avocado Day’), to changing the menu to include salad bowls.

CONCLUSION

(Reflection)

As a reflection on this book, I learned a lot from the cases on how you can apply strategic marketing in real situations which helped me grasp the idea of how important it is, and all cases were very well written and I enjoyed that they used recent cases instead of old examples, and apart from the case studies there was good information about the academic side of strategic marketing, however in my opinion the academic side was a bit lacking in terms lot of famous methods were not mentioned, and some of the cases where had to much unimportant information

References

- Rusell A., Michael B., (2018), Strategic Marketing Concept and Cases
<https://www.worldcat.org/title/strategic-marketing-concepts-and-cases/oclc/1044929724>

**THANK
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