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COURSE NAME: **Doctorate Degree in Human Resource Management and Development**

Assignment Title: **( STRATEGIC PLANNING AND MARKETING AIU COURSE)**

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ATLANTIC INTERNATIONAL UNIVERSITY

February/25th/2022

Word Count: **10,826**

Turn it in report Similarity Score: **33.01%**

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**Introduction**

This assignment is expected to address the practical research problem and how it affects work performance and productivity. Chapter one provides the essential background information, rationale for the research, presentation of the issues, scope of the study, background information relating to this assignment.

This assignment adds potential practical value in assisting the Organization in addressing the performance issues. It offers evidence to shed light on what previous studies have done in the same field by not inventing the wheel. This course also draws attention to any strengths or weaknesses of the earlier studies and offers evidence that will either prove or disprove the objectives outline.

Academic researchers and professional researchers' have shown interest within the Public and Private Sector organizations. Strategic planning and marketing concepts are considered a rich research area of many researchers who already made their contribution. However, these concepts play integral roles in the business as it indicates financial performance. Although there is still no clear depiction, of how corporate goals affect employee performance and organizational performance, due to this contradictory matter, the research question arises, whether strategic planning and marketing concepts improve work performance.

The main objectives to cover in this assignment, are the review of organizational strategic policies and strategies, satisfaction and value creation, strategic planning concepts, forecasting and demand measurements, competitive advantage, processing monitoring and measurement, differentiation, and positioning. All academics and managers have struggled for many years to understand and delineate the role of marketing and strategic planning in explaining business performance differences between forms. Most of the theory base for any such attempts must be informed by strategic management theory since the primary question that strategic management seeks to answer is why some firms outperform others over time. This synthesizes three major streams of thought in strategic management with empirical and theoretical literature on strategic planning and strategic marketing to develop an integrative theory-based conceptual framework linking marketing with a firm’s business performance. According to Morgan (2012), “ the role of marketing in explaining a firm’s business performance has received significant attention throughout the history of the discipline of marketing. by aligning marketing strategies with business objectives have become one of the most important initiatives that were beneficial and adding value to most organizations on a global level.” Key terms explore Marketing strategy, resources, capabilities, positional advantage, competitive advantage, market, and financial performance, satisfaction, value creation, forecasting, and demand measurement.

All academic sources used in this study are fully acknowledged and disclosed, in line with the MLA System Referencing.

**Theoretical Review**

 This assignment will examine the negative and positive factors that will create many challenges for street marketing today. During the sixties, this journey of street marketing was one of the most popular forms of promotion. It was invented before newspapers, the radio, television, and all other media. Most traders within this industry took to the streets to promote their business and reach potential customers. As it is today, most marketers decided to think out of the box, as a motivation strategy in reaching a large population and gaining great benefits and promotional ideas. This assignment will explore the marketing approach, as a street marketer. **Boston and Daral (p.345-357, 2017)**

Marketing is defined as a systematic and objective identification, that is adopted by most organizations in collecting, analyzing, disseminating, and using the information to improve the decision-making process relating to the identification and solution of problems and opportunities within any organizational setting. **Malhotra (pp.7, 2006)**

The competitive aspect of this strategy emphasized the process of enhancing the marketplace competitiveness through a greater understanding of business competitors and the competitive environment. Competitive intelligence involves the legal collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors, that are conducted by using this informational database and other strategies to their disposal through an ethical marketing research inquiry. It plays a central role in the collection and analysis of information. By providing warning signals to any changes that can either hinder the progress or success of any business. Most companies need to consider the challenges that exist on a national and international level. This will require countries to be guided by several considerations, including the costs versus the benefits, the resources available to the company. In general, the more important the decisions confronting management and the greater uncertainty or risk facing the company, and the greater value of information obtained.

Today, street marketing is considered somewhat unconventional, and in many ways innovative. Clever campaigns are making massive strides in boosting brand awareness in a fun and interactive way, by engaging directly, and personally with consumers. But research has shown that other situations arise. If the required information is not available within the organization or the decision can be challenged by management or political opinion. To this end, the organization relies on the marketing strategy in ensuring all suppliers and services are obtained for the specific information needed. According to the article AMS Promotions, July (2017), the writer strongly emphasized that this strategy must be pursued by street marketers if they intend to be successful within the industry. They must make space needs to be in an area where your target market frequents, at times when traffic is high. Try not to step on toes (no standing outside a competitor’s pie shop giving away free pies). Be sure you have the required permission and/or permits. Remember you may also need a bad weather backup plan.

Most importantly, have fun with your campaign, your street marketing staff, and your audience. A happy and exciting brand will attract a happy and excited consumer. We hope you enjoy the process and reap the rewards. If you’d like to learn more about street marketing campaigns and professional street marketing staff options in your area, get in touch with the team at AMS Promotions. We love brands, and we’d love to hear about yours. ( AMS Promotion)

The goal of street marketing is to use nontraditional methods and advertising spaces to earn a greater amount of attention for an ad campaign. Unlike guerrilla marketing that can take place online, street marketing is confined to the street and other public places*. it is also referred to as “*[*Guerrilla Marketing*](https://www.marketing-schools.org/types-of-marketing/guerrilla-marketing.html)*”.* **Boston and Daral (p.345-357, 2017)**

Marketers have struggled to find new ways to connect with customers as the effectiveness of traditional marketing has declined. Street marketing takes advantage of this phenomenon by placing ads in spots where people would not expect to see advertising. A person expects to see billboards when they look up at the sky — they do not expect to see an ad for Roto-Rooter when they look down at a manhole cover. The billboard can be common and dismissible, while the manhole cover is so unexpected that viewers not only see it, but they will also take an extra moment to read the ad and enjoy the novelty of it.

Research has shown that the conceptual model developed and elaborated is not meant to be exhaustive in detailing all the variables that may be important in linking marketing with business performance. The authors conclude that, given the levels of specificity of many academic studies in marketing, this would be logistically as well as cognitively challenging.

Nonetheless, the authors capture the major categories of variables that have been identified as important in explaining variance in the firm or organization performance in the strategic management literature. Other research supported their view, as they suggested it provides theoretical and empirical evidence that can either prove or disprove what other studies have concluded. They anchored a pictorial view of what an overall business performance process may look like from a marketing perspective.

Recently, marketing has witnessed the shift from a product-centered view to a customer-focused approach. According to the customer-focused approach, customers are regarded as the primary assets. Therefore, firms spend huge amounts of money to create sustainable and profitable long-term relationships with their customers. The challenge that marketing managers face is to show the return on their expenditures to justify their decisions and to make marketing**.** **Boston and Daral (p.345-357, 2017)**

Financially accountable Researchers develop marketing metrics and models to help marketers manage and measure the success of their actions. Typically, Firms have spent their advertising budget targeted to both each customer (individual advertising) and the whole customer base (general advertising). **Malhotra (2006)**

Therefore, we aim to answer the following question: How much should street marketers invest simultaneously in individual advertising and general advertising to maximize their business strategies. This review deals with the attention of street market strategies in measuring the effectiveness of products or brands in the industry. Primarily focusing on the main effects that make it difficult in achieving success in this industry.

Although the effects of street marketing actions on expected sales or profits are well documented supported in this review, little is known about the effects of street marketing on volatility which can be deemed as a second performance measure and not the desired outcome.

Sales uncertainty problem for marketing management. Due to sales volatility, firms are exposed to some costs. For example, in the case of demand peaks, firms must invest in their inventory to avoid a stock-out situation. In the opposite scenario, when there is a fall in the demand, excessive inventory occurs implying again an extra cost to the Firm. **Boston and Daral (p.345-357, 2017)**

Apart from the operational costs, failure to manage sales volatility also gives rise to poor customer relationships, lower loyalty, and often distrust among supply chain members. Sales volatility can be even more dangerous in the long supply-chain streams in which demand variability is amplified as one moves up the chain, known as bullwhip. As a result, in this assignment, we seek an answer to the following question: Can a marketing manager mitigate sales by using street marketing decisions? Measuring the impact of marketing decisions on performance outcome metrics such as brand sales, profits and market shares requires time.

Research has shown that marketing responses rarely take place in a static environment although in some cases customers can react immediately to advertising but may disappear while advertising is running. To capture this type of dynamic effect, time series analysis is suitable as it allows for modeling response behavior over time with an emphasis on the lag structures of variables and disturbances. Thus, for the above research question, we use multivariate time series methodology to examine the impact of marketing variables (price and promotions) not only on expected sales but also on sales growth. But most firms perform best when you have something specific to promote. You must have a very clear goal and vision for what you want to achieve from your campaign. These include the following initiatives ( unique idea or startup, new product launch or grand opening, Products where you can provide samples, Sales or special events, Promotion of anything in the entertainment industry, Items where you can provide demonstrations, Promotional material to distribute, Competition prizes or giveaways and the launch of a new app or interactive products. **Boston and Daral (p.345-357, 2017)**

**THE STRATEGIC MANAGEMENT**

Strategic management seeks to achieve and maintain a competitive advantage. It formulates, implements, and evaluates decisions across the various functions to achieve organizational objectives. It focuses on integrating management, marketing, finance, accounting, production, operations, research and development, and information systems to achieve organizational success.

 Strategic management aims at exploiting and creating new and different opportunities for the future. It often refers to strategy formulation, implementation, and evaluation.

STRATEGIC PLANNING: This is more often used in business activities and refers to strategy formulation. Long-range planning seeks to optimize the trends of today for the future. A strategic plan is the company’s game plan which helps the organization to compete successfully. A strategic plan results from tough managerial choices from among numerous good alternatives, and it shows commitment to specific markets, policies, procedures, and operations in the lieu of other, less desirable courses of action. ***“***Marketing is the process of communicating the value of a product or service to its customers, to sell that product or service**”**. Wikipedia

 Strategic Planning of Marketing is an organization’s process or direction and deciding to communicate the value of the product or service to its clients, to sell that product service. In addition, a successful marketing program starting with planning is simplified into three parts:

1. Strategic Planning Process: It identifies what’s important? Focus on the moment with the emphasis on the future, don’t care about issues and barriers, and learn how to cross these lines.
* Define what you must achieve: Clear objectives and goals, organized the priority issues.
* Determine who is accountable: what do you need to do to get there; ( strategies, action plan, and budgets) create effective communications between time management and capital, and define objectives.
* Review all processes again
1. Guidelines for Markets:
* The warranty for the markets, focus, and considerations of the strategic dimensions for the relationships between organizations and the industries.
1. Overview of a process, the evaluation of the strategic planning of marketing, includes:
* The positives and negatives of the market
* The risk with the plan
* Time, Value, and Cost of Capital
* Outlines other metrics for measuring the effectiveness of the marketing strategy.

A strategy map is a powerful tool for all forms of planning and most organizations have already seen how to use it for project planning, but we can extend that to talk specifically about strategic planning. It is can be seen as a hassle when you just want to get and run the business but there are a lot of reasons for creating strategic plans, as we can see here:

They are very important for setting the long-term direction of the company so you know what the company will look like in 5 to 10 years. They form a framework for your operational planning and help you set your priorities, product lines, levels of service, and identify your target market.

 They enable you to explain the business very clearly to employees, contractors, and stakeholders in the business, strategic partners, and customers.

They allow you to get a clear picture of the difference between your current position and where you want to be in the long term and therefore stimulate change in the right direction. And they form a basis for accountability of both the staff especially senior staff and the plans you make at lower levels, like business and marketing plans.

 The strategy map explains the normal life cycle of the strategic plan, it is written, read by one or two executives, and put in some filing cabinet until it is time to do the next strategic plan. The problem is that it’s just a collection of words on paper. To most people who look at it, it takes a lot of effort to understand it and even more to implement it. So, it just gets forgotten.

Strategic plans that are drawn up in Mind Map format are clear and easy to understand. Anyone can see briefly what the objectives are. they can see the actions that are planned to meet those objectives. They understand why those actions are necessary. The document becomes something that is adopted by the whole organization because they can all easily understand how it benefits both the company and themselves.

 What should the plan contain?

* The visions of where the company is going in the medium to long term
* The Mission of the company what it is all about
* The values of the company, explaining why they exist
* The specific objectives
* Strategies that will be used to achieve its objectives
* And the goals along the way, as you plan to meet the goals and be able to measure progress.

The Creation of an Organizational Strategic Plan entails the following,

SWOT Analysis Mind Map for the organization strategic plan starts with the mind map, like this and add subtopics for each element, but most organizations would probably end up with a huge Mind Map, so what they would suggest is that they can download the mind map and for each of the top-level topics, decide what is important for them and make any adjustments to the second level of selected topics to suit their needs and then for each top-level topics. They must create a new mind map within the document and cut and paste the subtopics so that each area is a separate mind map. And then brainstorm the details under what have now become the first level topics of the detail maps etc.

STRATEGIES: These are how long-term objectives will be achieved. Business strategies include geographic expansion, diversification, acquisition, product development, market penetration, retrenchment, divestiture, liquidation, and joint ventures. Strategies are potential actions requiring top management decisions and large amounts of the firm's resources. They affect an organization’s long-term prosperity for at least five years and are therefore future-oriented. Strategies have multifunctional or multidivisional consequences and require considering both the external and internal factors which face the firm.

STAGES OF STRATEGIC MANAGEMENT “ This consists of three stages (a) strategy formulation (b) strategy implementation (c) strategy evaluation. Strategy formulation includes developing a vision and mission, identifying the firm’s external opportunities and threats, determining its internal strengths and weaknesses, establishing long-term objectives, generating alternative strategies, and choosing strategies to pursue.

The issues in strategy formulation deciding what businesses to enter, what businesses to abandon, how to allocate resources, whether to expand or diversify operations, whether to enter international markets, whether to merge, or form a joint venture, and how to avoid a hostile takeover.

 No organization has unlimited resources, as a result, strategies must decide which alternative strategies will most benefit the firm. When decisions about strategy formulation are made, they commit an organization to specific products, markets, resources, and technologies over an extended period. Strategies determine the long-term competitive advantages of the organization, and strategic decisions have major multifunctional consequences and enduring effects on a firm. Top managers have the best perspective to understand fully the ramifications of decisions arising from strategy formulation and have the authority to commit the required resources for implementations.

 STRATEGY IMPLEMENTATION: This requires the organization to establish annual objectives, devise policies, motivate employees, and allocate resources so that the strategies that were formulated can be executed.

 Strategy implementation includes developing a culture supported by strategy, creating an effective organizational structure, redirecting marketing efforts, preparing budgets, developing, and utilizing information systems, and linking employee compensation to the performance of the organization.

It is often called the “ action stage” of strategic management. When we speak of implementing strategy, this refers to mobilizing employees and managers to put those strategies that were formulated into action. Strategy implementation is described as the most difficult stage in strategic management and requires personal discipline, commitment, and sacrifice. For strategy implementation to be successful, it must hinge on the ability of managers to motivate employees. If strategies are formulated, but not implemented, no useful purpose is served.

Interpersonal skills are critical to implementing a strategy successfully since strategy implementation affects all employees and managers in a firm. Every division or department must decide on answers to questions, and the challenge of implementation is to stimulate managers and employees throughout the organization to work with pride and enthusiasm towards achieving designated objectives.

 STRATEGY EVALUATION: This is the final stage in strategic management. It is the means used for obtaining information concerning when strategies are not working well. Strategies are subject to future modifications since external and internal factors are constantly changing.

Three strategy evaluation activities are (a) Reviewing external and internal factors that form the basis for current strategies (b) Measuring performance (c) Taking corrective action. Strategy formulation, implementation, and evaluation activities occur at three hierarchical levels in a large organization: corporate, divisional, or strategic business units, and functional.

Strategic management helps a firm to function as a competitive team by fostering communication and interaction among managers and employees across hierarchical levels. According to Peter Drucker, the prime task of strategic management is thinking through the overall mission of the business.

**KEY CONCEPTS IN THE STRATEGIC MANAGEMENT**

These concepts are (a) Competitive advantage (b) Strategist (c) Vision and Mission Statements, (d) External Opportunities and Threats (e) Internal strengths and weaknesses (f) Long – term objectives (g) Strategies ( h) Annual objectives (i) Policies.

COMPETITIVE ADVANTAGE: Strategic management is about gaining and maintaining a competitive advantage. Ther term means anything a company does especially well, in comparison with rival companies. When a company can do something a rival cannot do or owns something rival companies desire, this represents a competitive advantage. For example, in a global recession, simply having cash on the balance sheet can provide a major competitive advantage to a firm. Some cash-rich firms are buying distressed rivals. For example, a French drug company Sanofi Aventis SA is acquiring distressed rival firms to boost its drug development and diversification. This is an excellent strategy in a global economic recession.

 If a firm has fewer fixed assets than its rivals, this can provide a major competitive advantage in a global recession. For example, Apple has no manufacturing facilities of its own, and its rival Sony has 57 electronics factories. Apple relies exclusively on contract manufacturing to produce all its products, whereas Sony owns its plants. Having less fixed assets enables Apple to remain financially lean with virtually no long-term debts. Sony on the other hand has built up massive debt on its balance sheet. As a CEO said, everybody is competing with everyone else for the customer's money. Getting and keeping a competitive advantage is essential for long-term success in an organization.

A firm can sustain a competitive advantage for only a period since its rivals imitate and undermine that advantage. it is there not sufficient to simply obtain a competitive advantage but sustain it by (a) continually adapting to changes in external trends and events, and internal capabilities, competencies, and resources (b) effectively formulating, implementing, and evaluating strategies capitalizing on these factors.

Companies are gaining a competitive advantage by using the internet for direct selling, and communication with suppliers, customers, partners, shareholders, clients, and competitors who are dispersed globally. E-Commerce allows firms to sell products, advertise, purchase supplies, by-pass intermediaries, track inventory, eliminate paperwork, and share information. E-Commerce minimizes the expense and cumbersomeness of time, distance, and space, in doing business, as a result yielding better customer service, greater efficiency, improved products, and higher profitability.

**Competitive Intelligent System**

 All business in the industry needs a competitive intelligence system to manage and monitor their competitors. The system needs to identify the type of information data, like evaluations, analysis, verifications, validation, and detailed results for the company.

**Design Competition Strategies:** it understands the competition the companies need to classify the target market. Leader, Challenger, Follower, or occupant niche based on the different strategies that are established.

Types of Strategies to be considered in the marketing and strategic planning process:

 **Leader Strategies:** for markets to lead in a competitive environment they dominate on price, new products, distribution coverage, and promotion.

1. Expanding the total market demand must open new accounts
2. Protect your current market share through continuous innovation for the defense strategy
3. Improve their performance if they increase their market share

**Challenger Strategies:** The companies that occupy the second or inferior competition, challengers can use strategies to attack the competition. They have to investigate, choose the best alternative, and attack.

**Follower Strategies:** Here the companies copy the product, and imitate the leader, also but could be as profitable as product innovation. These includes:

* Counterfeiter
* Cloner
* Imitator
* Adapter

**Flank Strategies**: These are used in business and marketing that try to draw parallels between business and warfare and then apply the principles of military strategy to business situations with competing firms considered as analogous to sides in a military conflict and market share considered as analogous to the territory which is being fought over. It is argued that in mature, low growth markets and when real GDP growth is negative or low business operates as a zero-sum game. One person’s gain is possible only at another person's expense. Success depends on battling for market share.

Guerrilla Strategies: The companies attack in all directions they can use discounts, different promotions, thinking of strategies that can use all segments, they attack from the back to the front. A smart marketer knows that success depends on combining several strategies to improve its position over time. This strategy is referred to as an advertising strategy, in which low-cost unconventional means graffiti, sticker bombing, flash mobs are utilized often in a localized fashion or large network of individual cells to convey or promote a product or idea. The concept was invented as an unconventional system of promotions that relies on time energy and imagination rather than a big marketing budget. Typically, this kind of marketing campaign is unexpected and conventional potentially interactive, and consumers are targeted in unexpected places.

Price Discount Strategy: The challenger can sell a comparable product at a lower cost. It is apparent in price wars in airlines there are also a few strategies to effective Guerilla Marketing

Cheaper Goods Strategies: The idea is to offer an average or low-quality product at a much lower price. This works when the buyer is interested only in price.

Prestige Goods Strategy: The challenger can launch a higher quality product and charge a higher price than the leader.

Product Proliferation Strategy: Challenger can attack the leader by launching a larger product variety thus offering more choice to the buyer.

Product Innovation: Create a product that truly stands out from the competition, and continually highlight the difference between your products and those of your competitor

Improved Service Strategy: Provide a service that has more of a personal appeal in comparison to your competitors and continually highlight the differences

Distribution Innovation Strategy – Developing new channels of distribution. like direct selling to customers.

Manufacturing cost reduction strategy – Employing lower manufacturing costs through more efficient purchasing

 Intensive Advertising Promotion: The challenger engages in a rigorous advertising program.

**Process Monitoring and Measurement**

Management processes are the ensemble of activities of planning and monitoring the performance of a process. It referred to the management of business processes and manufacturing processes. The business process management and business process reengineering are interrelated, but not identical.

The application of process management entails :

* Knowledge
* Skills
* Tools
* Techniques
* System defines
* Visualize
* Measure
* Control
* Report
* Improve processes to meet customer requirements profitability.

 It can be differentiated from program management in that program management is concerned with managing a group of inter-dependent projects. But from another viewpoint, process management includes program management. In project management process management is the use of a reputable process to improve the outcome of the project. It promotes the process approach to managing an organization

**TOTAL QUALITY TRAINING ORGANIZATIONS**

 Total quality management is an integrative philosophy of management for continuously improving the quality of products and processes. It is primarily based on the premise that the quality of products and processes is the responsibility of everyone involved with the creation or consumption of the products or services which are affected by an organization requiring the involvement of management, workforce, suppliers, and customers to meet or exceed customer expectations. In maintaining total quality organization, it can be summarized as a management system for a customer-focused organization that involves all employees in continual improvement. It uses strategy, data effective communication, and involvement of all levels of employees to integrate the quality disciplines into the culture and activities of the organization.

STRATEGISTS: These are individuals most responsible for the success or failure of an organization. They have various job titles such as Chief Executive Officer, President, Owner, Chair of the Board, Executive Director. J. Conger, a professor of organizational behavior says that “ All strategists have to be Chief Learning Officers. We are in an extended period of change. If our leaders aren't highly adaptive, and great models during this period, then our companies won’t adopt either because ultimately leadership is about being a role model.

Strategists help an organization to gather, analyze and organize information. They track industry and competitive trends, develop forecasting models and scenario analyses, evaluate corporate and divisional performances, spot emerging markets opportunities, identify business trends, and develop creative action plans.

Strategic planners serve in support or staff roles. They are at higher management levels and have considerable decision-making authority. The CEO is the most visible and critical strategic manager. A strategic manager or strategist is any manager with responsibility for a unit or division, for-profit and loss outcomes, or direct authority over a major area of the business. The position of chief strategy officer is a new addition to the top management ranks of many organizations, this new corporate officer title represents a recognition of the growing importance of strategic planning in the business world.

 Strategists differ, and these differences must be considered in the formulation, implementation, and evaluation of strategies. Some strategists because of their philosophies will not consider some types of strategies. Strategists differ in attitudes, values, ethics, willingness to take risks concern for social responsibility, profitability, short and long-run aims, and management style.

VISION AND MISSION STATEMENT: A vision statement is the first step in strategic planning and comes before the mission statement. Many vision statements are a single sentence, for example, Stokes Eye Clinic in Florence, South Carolina, is “ Our Vision is to take care of your vision”

 Mission statements distinguish one business from other, are similar, and are enduring statements of purpose. They identify the scope of the operations of a firm in product and markets terms and address the basic question facing all strategists, which is what is our business? A mission statement describes the values and priorities of an organization. Developing a mission statement compels strategists to think about the nature and scope of present operations and assesses the potential attractiveness of the future markets and activities. It charts the future direction of a firm, and constantly reminds employees of why the organization exists, and what was envisioned by its founders.

**NATURE/ ROLE OF VISION AND MISSION STATEMENTS**

 When the set of beliefs about a business at its inception is put into writing, the resulting document mirrors the basic ideas that underlie the vision and mission statements. A vision statement should answer the question what do we want to become? A clear vision provides the foundation for developing a comprehensive mission statement. The vision statement should be established first. It should be short, preferably one sentence, and as many managers as possible should have input into the development of it.

The mission statement is a declaration of a company’s reason for being. it answers the pivotal question what is our business? A clear mission statement is essential for establishing objectives and formulating strategies. It is an enduring statement of purpose, distinguishing one organization from other, similar enterprises.

A Mission statement reveals what an organization wants to be, and whom it wants to serve. It is sometimes referred to as a creed statement, a statement of purpose, a statement of defining our business. A business mission is the foundation for priorities, strategies, plans, and work assignments and is the starting point for designing managerial jobs and design management structures.

**VISION VS MISSION**

The mission statement answers the question what do we want to become? Many organizations have both a mission and vision statement. When employers and managers shape the vision and mission statements for a firm, the resultant documents reflect the personal visions managers and employees have about their futures. A shared vision creates a commonality of interest that can lift workers out of the monotony of daily work and put them into a new world of opportunity and challenge.

**DEVELOPING VISION / MISSION STATEMENTS ‘ STEPS**

 Clear vision and mission statements are required before alternative strategies can be formulated and implemented. Many managers as possible should be involved in the process of developing these statements because through involvement, people become committed to a firm.

An approach widely used in developing a mission statement is to select several articles about these statements and ask managers to read these as background information. They should then be asked to prepare a vision and mission statement for the firm. A facilitator or committee of top managers should then merge these statements into a simple document and distribute drafts to all managers. Next, a request for modifications, additions, and deletions is needed, along with a meeting to revise the document.

To the extent all managers have input into and support the final documents makes it easier for organizations to get managers' support for other strategy formulation, implementation, and evaluation activities. The process of developing a vision or mission statement, therefore, represents a great opportunity for strategists to obtain the support needed from all managers in the firm.

In developing vision and mission statements, some firms use discussion groups or managers to help modify existing statements. Some firms have an outside consultant or facilitator to manage the process and help draft the language. Sometimes an outsider with expertise in developing such statements and who has unbiased views can manage the process more effectively. When the document is in its final form, the decision on how best to communicate the vision/mission to all managers, employees, and external constituencies of an organization is needed.

Research has shown that the process of developing a mission statement should create an emotional bond and sense of mission between the firm and its employees. They stress that an emotional bond comes when an individual personally identifies with the underlying values and behavior of a firm, as a result turning intellectual agreement and commitment to strategy into a sense of mission. Campbell and Yeung also differentiate between vision and mission, noting that vision is a possible and desirable future state of an organization that includes specific goals, whereas mission is more associated with behavior and the present.

EXTERNAL OPPORTUNITIES AND THREATS: These refer to economic, social, cultural, demographic, environmental, political, governmental, technological, and competitive trends and events that could significantly benefit or harm an organization in the future. They are beyond the control of a single organization, hence the term external. In a global economic recession, a few opportunities and threats faced by many firms are,

1. Capital availability can no longer be taken for granted
2. Marketing has moved to the internet
3. Global markets offer the highest growth in revenues
4. Too much debt can crush even the best firms
5. Borrowers are faced with bigger collateral requirements
6. Dramatic slowdowns in consumer spending
7. Reduced capital spending in response to reduced consumer spending.

 These changes are creating a different type of consumer, and a need for different types of products, services, and strategies. A basic principle of strategic management is that firms need to formulate strategies to take advantage of external opportunities and avoid or reduce the impact of external threats. Because of this, identifying monitoring, and evaluating external opportunities and threats is essential for success. The process of conducting research and gathering and assimilating external information is referred to as environmental scanning, or industry analysis, some organizations use lobbying to influence external opportunities and threats.

**EXTERNAL ASSESSMENT**

 TOWS ANALYSIS: it is a method of strategic analysis used to study the environment of the organization audits interior. the TOWS concept is synonymous with the term SWOT.

TOWS describes (a) Threats in the environment (b) Opportunities in the environment (c) Weaknesses of the organization (d) Strengths of the organization. It is placed in this order to emphasize the problem-solving sequence in the process of formulating strategy.

It involves a systematic and comprehensive analysis of external and internal factors that determine the current condition and growth potential of the company. It is based on a classification scheme consisting of all the factors influencing the current and future position of the organization and is divided into (1) Those factors internal and internal to the organization (2) Those having a negative and positive impact on the organization. These distinctions form FOUR categories of factors (a) External and positive opportunities (b) External and negative threats (c) Internal and positive strengths (d) Internal and negative weaknesses.

When the opportunities and threats are compared with the strengths and weaknesses of the company, it allows for a definition of its strategic position.

 The general guidelines for a company derived from the TOWS analysis are (1) The company should avoid threats (2) Exploit opportunities (3) Strengthened its weaknesses (4) Base important activities on its strengths.

**SWOT ANALYSIS**

Managers need to audit the firm’s environment. They use a SWOT analysis to compile and organize the company’s strengths, weaknesses, opportunities, and threats. The aim is to create a strategy that makes sense in terms of the company’s strengths, weaknesses, opportunities, and threats.

* Potential Strengths are, market leadership, strong research and development, high-quality products, cost advantages, and patents
* Potential Weaknesses are large inventories, excess capacity for the market, management turnover, weak market image, lack of management depth
* Potential Opportunities are, new overseas markets, falling trade barriers, failing competitors, diversification, and the rebounding of the economy
* Potential Threats are market saturation, threats of the takeover, low-cost foreign competition, slower market growth, growing government regulation.`

**STRATEGIC POLICIES**

Because business policy research has primarily been a series of inductive generalizations of case studies; theories have been typically ambiguous and untested and have not progressed swiftly. Deductive theorizing, by contrast, yields clear, often non-obvious conclusions that can be debated effectively and generalized slowly; so realism of current models can be sacrificed for progress towards realistic future models. Deductive theorizing, with more attention to a game-theoretic definition of equilibrium and recent ideas from economics, should be one new direction for policy research. Of course, these deductive models will inevitably draw their inspiration from the richness of careful observation and exhaustive checklist-making that are the hallmarks of induction. Specific avenues for new research are described, and the importance of teaching non-obvious theories is defended

We understand how busy an adult's time does not have to go back to school. Now, it's possible to earn your degree in the comfort of your own home and still have time for yourself and your family. The Admissions office is here to help you, for additional information or to see if you qualify for admissions please contact us. If you are ready to apply please submit your Online Application and paste your resume and any additional comments/questions in the area provided.

Marketing Management

 Marketing management in strategic planning uses practical techniques and the management for all market activities. The international business contributes an interesting marketing technique, cultures, religions, designees, economics averages, and social backgrounds. The marketing manager can influence the timing and the manager understanding the demand of the customers, combinations with targeting decision, the marketing manager can identify the desired positioning they want the company product or brand to occupy in the target customers’ mind.

 When the marketing manager must implement the marketing plan, the manager must be specific with the company's execution of the strategy to achieve the business objectives. The marketing manager must determine the executive summary with the explanation of the situation analysis in summarizing the facts, mission statement, short- and long-term objectives, goals, financial objectives, segmentation, and positioning.

The strategic planning process is the result-based accountability system, the companies planning in the future with new implementations, but they need to make sure, where are they in the market, what they need to work, where do they want to be, and how to get there.

Smart goals are designed of what to be done and be used as the tool to create and work in one direction, also the employees can align to the company with their respective disciplines. the structure of the goals remains the same:

1. Strategic
2. Measurable
3. Attainable
4. Result-based
5. Time-bound

 **Strategic-** is very important to think strategically about building the goal, and the goals must be in the same direction and should be defined as specific targets for improvement.

**Measurable**: Measure the goal is fundamental to evaluate the effort and the productivity yearly.

**Attainable:** Build goals that are within possibility

**Time-bound:** Create standards that lead towards goal execution

**Market Opportunities Analysis MOA:** The objective is to identify opportunities and evaluate the organization's financial, technological, and viable readiness to exploit them. Also includes the customer needs to identify the target market, competition, and the company resource.

SATISFACTION AND VALUE CREATION

The focusing on satisfaction, as revealed through consumer ownership experiences with technological products. The study seeks to serve a challenging role in this advanced research area by stepping back from the historically dominant comparison standards paradigm to question, strengthen and in certain ways, redirect satisfaction research along emerging lines.

What is customer value?

 The customer can compare the cost of a product or service. The benefits can be determined if the customer can save money and at the same time get quality products or services., the value is that the customer receives, no to how valuable customers are.

The purpose of customer values is to implement an effective planning method

 Purpose: Good quality planning methodologies were developed in the last decades of the 20th century that are still widely used. But competition is getting harsher and harsher and the search for more effective approaches to planning for competitive customer value can never stop. The purpose of this assignment is to offer an alternative method for planning for customer value that is the result of his long experience with large organizations, both in manufacturing and service.

 Customer Satisfaction, customer satisfaction is a determinate of how products and services are provided to the customers from the companies. The most important is to maintain the customer content with the product or service, the formula could be easy to concentrate on hospitality more than only obtaining money from the product or service, the hospitality must be natural and graceful. Also, maintain hospitality under pressure.

Offer recommendations to the customers like menu suggestions, people appreciate the personal attention. Catch the attention of the customer by name, maintain the relationship with the customers like a family friend with little distance of familiarization. Serve the customers and ask questions and take notes of what the customers want. Be engaging, not a joker, a sense of humor is the great medicine to break the ice, a good smile to give appreciation to the customer; customers observe your real happiness. Safeguard sobriety, don’t intoxicate the customers, let the customers decide, open alternatives how business.

**Value Chain**

Most leaders know the importance to motivate the people, internal customers and external customers appreciated when the companies appreciate the value of the customer, the employees can work more efficiently, when they feel that they have the purpose to help grow the business, employees are experts to bring customers if the companies understand the need of the internal customers first.

**Value Delivery Network**

The network of all direct industry participants involved in the production, marketing, delivery, installation, and service of your organization's goods into specific demographic markets.

The industry involved in the process of converting raw materials into finished goods, all people are indispensable, like suppliers, processors, manufacturers, wholesalers, distributors, and retailers to finish the product.

The benefits of your value delivery network are providing the needs to the customers with good quality and innovation.

**Cost of lost customers**

When the companies hire new people, first that all teach the importance to maintain and take the customs after that companies can continue teaching about the process, products, and services.

Companies lose those key customers for some simple reasons including the following:

1. Wrong Products Pricing
2. Terrible Customer Service
3. Not knowing your level of competition
4. Lack of product knowledge.

 **INTEGRATION OF INTUITION AND ANALYSIS IN STRATEGIC MANAGEMENT**

The strategic management process is an objective, logical, systematic approach for making major decisions in an organization. It organizes qualitative and quantitative information which allows effective decisions to be made in uncertain conditions.

Most people recognize, based on experience, judgment, and feelings that intuition is essential to making good strategic decisions. Intuition is particularly useful for making decisions in situations where uncertainty is great, or there is little precedent. It also helps where variables that are highly interrelated exist, or when it is necessary to choose from several plausible alternatives. Some managers and business owners profess to have extraordinary abilities for using intuition alone when advising business strategies.

 It was said by Alert Einstein; he acknowledges the importance of intuition when he said, I believe in intuition and inspiration. At times I feel certain that I am right while not knowing the reason. Imagination is more important than knowledge, because knowledge is limited, whereas imagination embraces the entire world.

But although some organizations may survive and prosper because they have intuitive geniuses managing them, most are not so fortunate. Most organizations can benefit from strategic management, which is based on integrating intuition and analysis in decision making. Choosing an intuitive or analytical approach is not an either-or proposition. analytical thinking and intuitive thinking complement each other. Peter Drucker states” I believe in intuition only if you discipline it. Haunch artists who make a diagnosis but don’t check it out with the facts are the ones in medicine who kill people and in management kill business. Henderson notes that intuitive and experience-based management philosophies are grossly inadequate when decisions are strategic and have major, irreversible consequences. The strategic management process is an attempt both to duplicate what goes on in the mind of a brilliant intuitive person who =knows the business and to couple it with analysis.

**ADAPTING TO CHANGE**

 The strategic management process is based on the belief that organizations should continually monitor internal and external events and trends so that timely changes can be made as they are required. To survive, all organizations must astutely identify and adapt to change. The strategic management process is aimed at allowing organizations to adapt effectively to change over the long run. However, the need to adapt to change leads organizations to key strategic management questions such as What kind of business should we become? Are we in the right field? Should we reshape our business, what new competitors are entering our industry? What strategies should we pursue, how are our customers changing ? are new technologies being developed that could put us out of business?

**COOPERATION AMONG COMPETITORS**

Cooperation strategies among competitors are being used more. To succeed, both firms must contribute something distinctive such as technology, distribution, research, or manufacturing capacity. A major risk is that unintended transfers of important skills or technology may occur at organizational levels below where the deal was signed. Information not covered in the final agreement often gets traded in the day-to-day interactions and dealings of engineers, marketers, and product developers.

Firms often give away too much information to rival firms when operating under cooperative arrangements. Tighter formal agreements are needed. Firms are now moving to compete as groups, within alliances, as it becomes increasingly difficult to survive alone in some industries. The best example of rivals forming alliances to compete against each other is the airline industry. Joint ventures and cooperative arrangements among competitors require a certain level of trust if concerns are to be dealt with about whether one firm will harm the other.

 In the United States of America, companies enter alliances to avoid investments. They have more interest in reducing the costs and risks levels, of entering new businesses, or markets than in acquiring new skills. In contrast, learning from the partner is a major reason Asian and European firms enter into cooperative agreements. USA firms also need to place learning high on the list of reasons to be cooperative with competitors. US companies often ally with Asian firms to understand their manufacturing excellence, but in this area, Asian competence is not easily transferable. By contrast, US know ow in technology and related areas can more easily be imitated. US firms, therefore, need to be careful not to give away more intelligence than they receive in cooperative agreements with rival Asian firms.

 COMPETITIVE ANALYSIS: Porte’s 5 Forces Model – This is an approach used for developing strategies in many industries. The nature of competitiveness, according to Porter, comprises five forces (1) Rivalry among competing firms (2) Potential entry of new competitors (3)Potential development of substitute products (4) Bargaining power of suppliers (5) Bargaining power of consumers.

Rivalry among Competing firms: This is the most powerful of the five competitive forces. Strategize pursued by one firm can be successful only to the extent they provide a competitive advantage over those pursued by rival firms. When one firm changes its strategies, it is met with counter moves such as lowering prices, enhancing quality, adding features, extending warranties, and increasing advertising. Free-flowing information on the internet is driving down prices and inflation worldwide. The internet enables consumers to compare prices across countries. the consumer could then shop online for the best prices and terms.

 Bargaining powers of consumers: when consumers are concentrating or buying in large volumes, their buying power is a major force that affects the intensity of competition in an industry. Rival firms may offer extended warranties on special services to gain customer loyalty when the buying power of consumers is substantial. Consumers gain increasing bargaining power (a) if they can inexpensively switch to competing brands or substitutes, (b) if they are important to the seller (c) if the sellers are struggling in the face of falling consumer demand (d0 if they have discretion in the purchasing of a product.

Potential Entry of New Competitors: when new firms can enter the industry easily competitiveness increases. barriers to entry can include the need to gain economies of scale quickly, the need to obtain technology and specialized know-how, lack of experience strong customer loyalty strong brand preferences, and the regulations policy of the government. Despite barriers, new firms sometimes enter industries with higher quality products lower prices, and substantial marketing resources. The job of the strategist is therefore to identify potential new firms entering the market, monitor the strategies of the new firms, counterattack, a need, and capitalize on existing strengths and opportunities.

**Forecasting and Demand Measurements**

Forecasting and demand measurement is the ability to describe a buyer’s desire, also can pay the price for any product or service.

 **Four Categories:**

1. Potential market: the size of the market with a group of customers with an interest level in the product
2. Available Market: the size of the market with a group of customers, income access to a product
3. Target market: served market – size of the market with a group of selected customers to be pursued
4. Penetrated market: the size of the market with a group of selected buyer customers.

 Terminology for measuring demand

 Measuring the activity described demand quantitative estimates prepare for it

 Demand can be measured for six different levels of product:

1. Product lines
2. Product form
3. Product line
4. Company sales
5. Domestic sales, industry sales

 Five different space levels include:

1. Customer territory
2. Region
3. Country world

Three different levels of time:

1. Short
2. Medium
3. Long-range

Each type of measurement application fills a specific purpose. Thus, a company could make a short-range forecast of total demand for a particular product line to provide a basis on what to sort the raw materials, production planning, and scheduling short-term financing. Or they could prepare a long-range forecast of regional demand for its main product line to have a basis for considering market expansion. Thy is practical methods for estimating current market demands for the goods and services produced by businesses.

ESTIMATES CURRENT DEMAND

Calculation’s formula:

* Q=(n)(q)(p)
* Q= TOTAL MARKET DEMAND
* N = Number of buyers in the market
* Q= Quantity purchased by an average buyer per year
* P= Price of an average Unit

Estimates Future Demand:

 Once defined the market area where entrepreneurship focus must know what the expected demand in that market will be. It is useful for many of the decisions of the auction sales and many others of the marketing function that encompasses. Demand analysis quantitative identification from historical analysis and development forecasts of market size that requires the type of goods or services covered by the Business action company. Its purpose is to know precisely:

1. What is the size and volume of demand?
2. What is the purchasing power of potential customers identified as the target audience?
3. The figures of average consumption per customer, the more likely behavior patterns demand, etc.

The main objectives:

1. Clarification of the concepts this important section of the role of marketing
2. Analyzed their mutual interactions
3. Observe all kinds of methods available to estimate demand, with their advantages and their drawbacks

Purchase Decisions Process: Before putting the correct price of the product or service has a big decision process to be interpreted.

**Stages of the Purchase Decision process:**

1. Problem Recognition
2. Information search
3. Alternative evaluation
4. Purchase decision
5. Post Purchase behavior
6. Organizational Purchase

**The organizational process could be determined in seven steps:**

1. Initiations: information about the product
2. Users: use the product and service
3. Influencers: People observe people buying products
4. Deciders: Suppliers
5. Approvers: People who authorize the proposed actions of deciders or buyers
6. Buyer: People accept the terms to purchase the product.
7. Gatekeepers: people to prevent information for customers.

Other demand strategies use in the process

1. **Trend Analysis –** This involves studying a firm's past employee's needs over many years. For example, five to predict what the future needs will be. The analysis is quite valuable as it identifies and assists in estimating trends in turnover or employment needs. This acts as a guide in H.R.
2. **Ratio Analysis-** This is a forecasting technique for determining the future staff needs, sing ratios between sales, volumes, and number of employees needed. The H.R. or Line manager can use this data to make projections for staff required for the future, making estimates based on this ratio analysis.
3. **The Scatter Plot Analysis** is defined as a graphical method used to help identify the relationship between two variables. This technique is referred to as the correction coefficient, which is defined as a measure of the degree to which two sets of numbers are related.
4. **The computerized Forecast Technique** is defined as determining future staff needs by projecting a firm's sales, production volumes, and maintenance personnel. This system is fast and economical, and employees can quickly translate estimates of Projected productivity and sales levels into forecasts of H.R. requirements.

**Demand Forecasting Factors to consider in forecasting.**

Internal Market Organization

1. Trainable Staff
2. Are the number of employees available within the organization?
3. Those staff that can be promoted or identified for succession or career planning

External Market – the candidates in the Local, National, and Regional International markets

1. Potential Employee's ability to relocate.
2. Cost involved salary, housing allowances to be paid
3. Qualification and experiences
4. Age and sex
5. Culture, barriers, language, customs, beliefs, and religion
6. Economic conditions

**Trend analysis:** The Number of employees in the organization and the amount hired each year over five years determines the demand for years to come.

**Ratio Analysis**- = sales volumes and number of employees

**Scatter Plot Analysis**- various organizations/competitions using their data to assist in H.R. forecasting.

Managers can consider several factors when forecasting personnel needs. This involves forecasting revenues and then estimating the size of the staff required to achieve this sales volume. The manager must also consider other factors, such as projected turnover, resignations or dismissals, decisions to upgrade or downgrade products or services, technological changes, and the departments' financial resources. In any case, they use several simple tools for projecting personnel needs.

**Trend Analysis:** This tool studies the firm past employment needs for years to predict future needs. It analyzes the initial estimates of staffing needs, employment levels, sales volume, and productivity also affecting staffing g needs.

**Scatter Plot Technique:** A graphical method was used to help identify the relationship between the two variables. It shows graphically how related two variables such as a measure of business activity like sales and the firm's staffing needs levels. The human resource manager will forecast the business activity status if they are related. They should be able to estimate the organization's personnel needs requirement.

SUPPLY FORECASTING

This measures the number of people available from within and outside the organization after allowing for turnover, absenteeism, wastage, and promotion.

The supply analysis incorporates:

1. Existing human resources
2. Potential losses to existing resources through employee wastages
3. Possible changes to existing resources through internal promotion
4. Effect of changing conditions of work and absenteeism
5. Sources of supply within the organization
6. Sources of supply outside the organization

**Existing human resources:** Retirement age of staff and ability to be retrained.

**Employee wastages:** Downtime-idleness, industrial action, and illness

**Promotion:** Succession Planning, Career Planning, and advancement

**Changing conditions attitudes:** health, safety issues, assets Noise, Pollution’s communication issues, and low morale.

**DIFFERENTIATION**

Differentiation is the act of designing a set of important differences that differentiates the company offers its competitors.

 The products are based on two classifications extremes:

1. Almost no variation
2. High no variations

**Based Services includes:**

* Ordering
* Delivery
* Installation
* Customer training
* Advice to customers
* Maintenance and repair

**Based on personal:**

The companies can advance in the market if the employee has good training.

Good training has six characteristics

* Competencies
* Courtesy
* Credibility
* Reliability
* Responsiveness
* Communication

**Based on the image:**

The image must be transmitted with all aspects like logos, media events, and marks. When the companies present an image to the public the customers absolve the perspectives of the product the image is the emotional mental communication.

**Based on the channel:**

When the companies obtain advance in a good elaboration of distribution channels.

Marketing Positioning

 Identifying the differences:

Not all companies are in favor of positioning based on a single feature or benefit, in this case, the companies must decide how many differences, benefits, and features will promote or manage a specific message.

Promote Differences: To Promote differences is important to cover the standards:

1. Superior
2. Important
3. Distinctive
4. Exclusive
5. Affordable
6. Profitable

Positioning Communications:

If the company has the exactly positioning the company has to transmit the positioning effectively through all aspects of the marketing to the customers.

The term “ strategic communications” has become popular over the last two decades. It means infusing communications efforts with an agenda and a master plan. Typically, that master plan involves promoting the brand of an organization, urging people to do specific actions, or advocating legislation.

Why Strategic Communication?

The of communication is broad, encompassing professionals who create news or want to push information to the public, public relations, public information, marketing, people who deliver news and media to the public journalists, audio and video producers, public speakers, educators, and people who study the interplay of media and social researchers.

Strategic communication fuses the pushing and the delivering. According to Shayna Englin, who teaches public relations and corporate communications at George Town being strategic means communicating the best message, through the right channels measured against well-considered communication stuff and doing the right communications stuff.

**Several factors spawned the field:**

* New methods of outreach: there are now many more avenues available to reach the public than the now crumbling empires of advertisers sponsored newspapers, magazines, and television. For example, a scientific or arts organization might simultaneously pitch stores to journalists write a blog for the public, and post to Facebook and Twitter.
* Consistency and Coordination: There is a greater need for consistency between departments since the public can easily Google anything online. More coordination is also needed as the same communication channels e.g., Facebook, are useful for education marketing education advocacy fundraising, etc. and organizations need to strike a balance between getting out important messages and also attracting readers
* More Professionalism: Also, is a problem of amateurs running amok. Just as desktop publishing allowed anyone with a PC to make a newsletter or magazines the internet de-professionalized communication. The first generation of websites in the 1990’ was created by tech departments and kids, not communications professionals, and the first generations of Tweets and Blogs posts were typically made by young staffers. Let us have the interim start of Facebook.
* Against this ever-expanding variety of media and low barriers to entry, it was easy to waste resources or embarrass an organization. Un-strategic communication became more common. sure, you got a lot of hits, impressions, or followers, but so what? Executive Management wanted their communications to accomplish more key strategic goals and objectives or concrete goals.

**Conclusion**

In simple terms, marketing or street marketing is a multidimensional scaling used for obtaining spatial representations of respondent perceptions and preferences. Perceived or psychological relationships among stimuli are represented as geometric relationships among points in a multidimensional space.

Formulating this strategy requires a specification of the brands or stimuli to be included. The number and nature of brands selected influence the resulting solution. Input data obtained from the respondents can be related to perceptions or preferences, perception data can be direct or derived. The direct approaches are more common in street marketing or formal marketing research.

Street marketing campaigns are memorable. They’re an opportunity to make a lasting one-on-one impression. Not only can your professional promotions team target specific persons, but they can also maximize social media opportunities, and create hype around your brand, products, and services. Also often referred to as Guerilla marketing, successful campaigns take clever planning. It’s a highly [cost-effective marketing option for small businesses](https://learn.infusionsoft.com/marketing/advertising/guerrilla-marketing-strategies-for-small-businesses) and should generate qualified leads and conversions quickly and efficiently. Therefore, attention to marketing is beneficial to promoting any business on a national or international level. The goal and vision relate to what they want to achieve. By exploring the following objective: A unique idea or startup, new product launch or grand opening, Products where you can provide samples, Sales or special events, Promotion of anything in the entertainment industry, Items where you can provide demonstrations, promotional material to distribute, competition prizes or giveaways and the launch of a new app or interactive products.

While human resources strategies must be developed to support the achievement of the organization’s objectives, it is a two-way process. Human Resources strategies can themselves be critical inputs in determining the strategic initiatives for the organization. A fatal error, however, is to develop and implement human resources strategies without having regard for the goals and objectives which the organization has explicitly or implicitly identified. A common mistake is the development of workplace skills plans which are not linked to any strategic goals or objectives or which have no affirmative action components. Similarly, the isolated identification of affirmative action numerical targets without first conducting a workforce and succession planning exercise is in most instances simply meaningless. Another study has concluded that developing a comprehensive understanding of how marketing and strategic planning are linked with business performance is critical for both marketing academics and managers. Since no single empirical study can ever capture the range of variables and relationships that are important in linking marketing with business performance, the discipline needs a comprehensive framework that will allow the findings from multiple studies to be integrated over time in an accumulative manner.

This course will enable me to know any organization's Marketing and Strategic Planning strategies. It gives in-depth information on Marketing strategies, Resources, capabilities, positional, differentiation strategies, Competitive intelligence strategies, Customer satisfaction and value assessment, Forecasting, and Demand Strategies. Upon completion, I have benefited professionally and academically by grasping a fundamental aspect of the Marketing and Strategic Planning Strategies, forecasting and demand strategies understanding the pros and cons of marketing and strategic planning in business performance, and techniques used to achieve organizational goals and objectives.

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**STATEMENT OF ORIGINALITY**

**Student Name:** Dexter Jermaine Parker

**COURSE NAME:** Doctorate Degree in Human Resource Management

**SCHOOL:** Business and Economics

Assignment Title**: ( STRATEGIC PLANNING AND MARKETING AIU COURSE)**

**Student ID number**: UD7228BHUB1442

This Assignment is a result of my work. All academic sources used in this study are fully acknowledged and disclosed, in line with the MLA System Referencing.

Student Signature Date: February 25th, 2022

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