Integrates Skills and Competencies

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Integrates Skills and Competencies

**Marketing Objective**

The marketing objective for Humanim was to create a marketing strategy that would attempt to service more people. My proposed plan of action to address this marketing objective consists of four steps. The first is to create a new program that assists people with getting a smartphone and access to the internet for free through government programs. The second step is to create a HIPAA-compliant infrastructure to allow for the storing and transferring of patient healthcare information online. This will allow Humanim to receive referrals through email as well as continue to use the telehealth system that was used during Covid. The third step is to use online advertising more often. Currently, Humanim has a very small online footprint and does not use many online ads. I recommended they change this as more of their target audience is online than they realize and all the people that refer their clients are also online. The final step I recommended was to create a new program for children that are under 18. This was because it is a rather large group so it increases the number of potential clients by a large amount. This proposed plan aligns with the marketing objective because each of the steps increases the number of people that Humanim can serve.

**Marketing Concepts**

The first marketing concept used to support the plan of action is product. The way that Humanim’s product would be changed is by offering a new service in getting clients access to the internet via a smartphone. This can be enticing to bring in new customers as the appeal of having a smartphone with access to the internet is a big quality of life improvement for many people. The second product that the plan of action proposes to change is the implementation of new HIPAA-compliant infrastructure. This makes the product that Humanim offers much more convenient for everyone, from the referrer to the client.

The second marketing concept used to support the plan of action is promotion. The plan of action proposes that Humanim uses more online advertising. This will turn Humanim’s marketing strategy into one that fits into the twenty-first century. My research showed that most of their clients already have access to the internet, so advertising to them on the internet is a better way to reach them than Humanim realized. Secondly, all of the people who refer clients to Humanim are on the internet, so placing ads on the internet to people in the area where Humanim operates will be greatly beneficial to the company.

**Marketing Skills**

**Effective Communication**

I used effective communication to help complete this project by ensuring that my two deliverables were written concisely. To effectively communicate one cannot simply write down all their ideas. For communication to be effective it must be concise and to the point. I ensured that my deliverables were concise by reading them out loud to myself. When you read something out loud it makes any unclear sentences stand out and they can then be fixed.

**Collaboration**

While there was not a lot of room for collaboration on this project since I did it by myself there was still some between Humanim and myself. I watched all of the recordings of teams meetings in which other students would ask questions to Jesse. Secondly, I attended a teams meeting which allowed me to ask questions to Jesse myself. Without this collaboration between Humanim and me, the project would not have been possible.

**Strategic Decision-Making**

I used strategic decision-making in creating my plan of action that I proposed to Humanim. There are many different things that Humanim can do to increase how many people they serve. However, I set my steps up with the future in mind. Humanim’s system is outdated and needs to be changed to keep up with where society is going. Society is becoming more and more reliant on the internet and almost everyone, even the homeless has access to the internet in America. This is why my plan included getting even more of their clients online through the creation of a smartphone program as well as creating a HIPAA-compliant infrastructure. Then on top of that, using online advertising to reach an even larger audience than they already do.

**Time Management**

I used time management to assist in the completion of the project in a timely manner by creating a schedule for myself. The first day I planned to watch all the recordings and read the provided material that Humanim gave to us. The next day was for researching the market. Then after I researched the market, I attended the teams meeting with Jesse to ask questions before I began the paper. Then the next day was for creating the first deliverable. The final day in my schedule was to complete the second deliverable. When I work on things, I have always used a rule of working for an hour and then taking a five-minute break. This break makes it so I can stay focused during my hour of work, and I work much more efficiently.

**Project Management**

I used project management skills to support the project by always thinking about what the client would want. I would put myself in Humanim’s shoes and think about what it is they are looking for out of this project. The conclusion I came to is they want an outsider who can think outside of the box compared to what an employee they have would think of. This is why I placed such a focus on technology for my plan of action. While they may think that it is not possible because they have gotten used to the system they use, an outsider pointing out that there could be a more efficient way to do things may be just the shake-up that they need. I also used active listening skills when attending the live event and watching the live event recordings to truly understand what it was Humanim was looking for.

**Strengths And Weaknesses**

My first strength in navigating this project was my research skills. I learned how to do research on similar subjects during my undergraduate degree as a political science major. These research skills allowed me to find information from both journal articles and public census data that influenced my recommendations on how Humanim should move forward with its marketing efforts.

My second strength was my time management skills. When working on a project, I always make outlines for what I need to do and then place a date on each section of my outline to force myself into completing the project by my deadline. This helps me to not procrastinate and to ensure I have enough time for each of the sections that I need to complete for the project.

One area I could improve based on this marketing project is collaboration. Since there was only one hour a week that I could discuss the project with someone from the company it meant that much of the project I had to do with minimal input from others. While this is fine and I can complete the project without input from others, using others' input can make ideas more thought out. So in the future for projects where I am working for the company, I would try to use more feedback from others to continue to modify the project to make it even better.

**Learning Experiences**

The first learning experience from this project was that some businesses need a specialized marketing strategy. Most companies selling a product a majority of the population may buy like candy can use a general marketing strategy. Some companies have a very specific target market that needs a specialized marketing strategy like Humanim. You can’t simply use social media and sponsor influencers. For Humanim they must also use strategies like sending in-person representatives to homeless camps to reach a specific audience that is less connected with the rest of society. They also often have stigmas against getting help, so the strategy must also involve informing them that Humanim is there to help, not to take advantage of them.

The second learning experience from this project was that even a small market like the behavioral health industry in Baltimore has a lot of available data online. When I was first looking into the project, I thought it would be difficult to research such a niche topic. However, once I started doing the research, I was pleasantly surprised at how much information I was able to find. So going forward I will never assume that I won’t be able to find information on even niche marketing data. This will help in my professional career moving forward because I will be researching many niche markets throughout my marketing career.