

## Assignment - 1

1. Define Marketing, strategies and tactics.

Marketing: The process of promoting ~~and~~ products, services or ideas to potential customers, client or consumers. It involves understanding the need and want of the target audience and creating a mutually beneficial exchange.

Strategies: Long term plan of action designed to achieve specific market goals and objectives. It outlines how to allocate resources, prioritize efforts and measure success, eg: marketing strategy.

Tactics: Specific action or steps taken to implement marketing strategies. It is often shorter term and more specific than strategies.

2. What are 3 C's.

What is our

relationship with customers

Customers

What advantages  
do our competitors  
have? How can we  
surpass them?

Company

Competitors

How are we different from  
our competitors.

5. What is marketing message?

Marketing message are short, persuasive  
statement used to promote products or  
services to potential customers. They highlight  
what make the product or service valuable  
and encourage people to buy or engage with.  
eg: LG "Life is good".

Assignment 2

1) What are 10 right marketing tactics would  
you recommend to make "The cutting edge  
of tea" no