

A. DETAILED GUIDELINE

1. Introduction

- You can choose any topics among 3 topics that the assignment requires. However, to make it much easier, you are highly recommended to choose topic 1: “What is marketing” as this topic is quite broad, allowing you to relate to many activities around you
- Below are detailed guidance:
 - 1-2 first sentence: Introduce the topic you choose
 - 1-2 next sentence: Introduce the theory you choose
 - 1-2 last sentence: Explain why you choose theory (because it is much relevant to your life, for example)

Example:

In my role as a prospective Human Resource manager, I recognize the necessity of daily self-reflection to nurture both personal and interpersonal skills, as well as to devise innovative solutions for business challenges. This process of self-reflection has granted me a more multifaceted perspective on marketing, fostering a newfound comprehension of the essential skills required for its application in my future career. As articulated by Kotler (2008), marketing fundamentally revolves around the management of profitable customer relationships. A pivotal aspect of effective and efficient marketing involves the establishment and sustained maintenance of robust consumer relationships, underpinned by the interplay between customer value and satisfaction.

=> This example talks about the theory of customer satisfaction in Marketing. It has already mentioned the theory, and why choosing it

2. Analysis

D – DESCRIBE

- Describe the insight
- Describe the circumstances
- Stating the context

E.g: During reading; While running a marketing campaign for the project; After talking with an Experts or Professors

- A particular trigger E.g. an unacceptable low in retention rate from Users in your website

Suggested Flow:

- 1-2 sentence: Describe something NEW that you learned or realized (The insight must be relevant to the course and ideally could change your thinking or behavior in the future. Your insight may apply to your studies, your professional practice, or your future goals.)
- 2-3 next sentences: Provide brief and relevant details of the situation from which you gained the insight. Say what was happening when this learning occurred.

Example:

As a consumer, I have always recognized that the various advertisements I encounter, whether actively or passively, have considerable sway over my product choices and overall shopping experiences. It is clear that not only I, but numerous others, sometimes opt for a particular product or brand without fully considering its functionalities or quality, but rather driven by curiosity and the allure of a brand's narrative presented through a television advertisement or a striking street banner. Reflecting on these experiences, I have come to acknowledge the paramount role marketing plays for businesses across different industries. Having delved into the initial three modules of the Marketing Principles course, I have acquired foundational knowledge that bolsters my aforementioned viewpoint.

I – INTERPRET

1. explain why the insight is significant (in general but particularly to you)

Here are detailed guidance:

- 1-2 sentence: What the insight might mean (in general and for you)
- 2-3 next sentences: Explain clearly the insight you choose based on the theory of the subject (which part does the insight belong to? What knowledge does it provide?)
- 1-2 final sentences: Explain how important this insight is in real-life situations

Example:

Having covered the initial three topics in my course, I gained a comprehensive understanding of key components in marketing, including the marketing process, marketing environment, and the dynamics of effective marketing campaigns. In particular, I strongly believe that gaining a deep understanding of the marketing environment is indispensable for effectively grasping and implementing marketing strategies. This marketing environment is segmented into two crucial components: the Microenvironment and the Macroenvironment, each encompassing specific elements that can profoundly impact businesses. To execute impactful marketing campaigns, businesses must thoroughly comprehend and adeptly leverage the six primary factors of the macro environment: demographic, economic, natural, technological,

political, and cultural factors. Personally, I have found that a profound comprehension of cultural factors indeed plays a pivotal role in the success of marketing campaigns.

2. Factors influenced, formed or informed your insight

Here are detailed guidance:

- 1-2 sentences: cite a successful media campaign or an example of a business effectively using the insight you choose in its marketing activities.
- 2-3 next sentences: Explain how the campaign was implemented and clearly state the role of insight in the campaign
- 1 final sentences: List the results the brand received after that campaign

Example:

The "Empty Plate" campaign by Indomie serves as a notable example of cultural sensitivity in marketing (Yap WX 2020). Specifically tailored for the Holy month of Ramadan, which holds great significance for Muslims, the campaign targeted Muslim Indonesians. The strategic use of packaging featuring an image of an empty plate effectively communicated the brand's empathy and support for individuals observing the fast. The brand's understanding of the cultural context contributed to a significant 5% year-on-year increase in sales. The cultural environment encompasses a spectrum of values, beliefs, customs, and behaviors specific to a society or a particular group, all of which significantly influence consumer purchasing behavior and the effectiveness of marketing strategies. This environment holds substantial sway over how consumers perceive and engage with products, services, and marketing communications, shaping their preferences, buying decisions, and overall responsiveness to diverse marketing endeavors.

E – EVALUATE

1. Discuss the insight's value

Here are detailed guidance:

- 1-2 sentences: emphasizes the importance of insight and uses theory to explain why it is important
- 2-3 next sentences: Point out the advantages and benefits that insight can bring in marketing activities

Example:

For marketers, understanding the cultural environment is paramount, as it enables them to customize their offerings and promotional activities to align with the preferences and expectations of their target

audience. Moreover, when marketing messages resonate with cultural values, it fosters consumers' trust and loyalty, bolstering brand recognition and positioning in the market. By acknowledging and integrating cultural subtleties, marketers can craft more relevant and impactful strategies that establish a deeper connection with consumers. Consequently, companies that prioritize cultural congruence in their marketing endeavors often cultivate stronger relationships with their target consumers, leading to enhanced brand loyalty and a competitive edge in the market.

2. Combined with related theories in the course (using critical thinking)

Here are detailed guidance:

- 1-2 sentences:emphasizes the importance of insight but also mentions some relevant theory
- 2-3 next sentences: Explain the theory in question and show how the new theory and insight interact in marketing

Example:

While acknowledging the undeniable significance of cultural factors, I firmly believe that they do not stand alone as the sole considerations when implementing any marketing campaign. To uphold and strengthen consumer loyalty, it is crucial to focus on improving product quality and enhancing customer experiences. Products that are predominantly valued for their functionality and practical utility might prioritize aspects such as efficiency, cost-effectiveness, and convenience over cultural adaptability. Moreover, in the case of luxury or niche markets, the emphasis may lean more towards exclusivity, rarity, and uniqueness rather than cultural appeal. Such scenarios often highlight the distinctiveness and prestige of the product or service, catering to a specific market segment that places a premium on exclusivity and high-end products, rather than cultural appropriateness.

3. Future professional development

Here are detailed guidance:

- 1-2 sentences: explain the positive impact insight has on your knowledge and skill base
- 2-3 next sentences: Explain the effects of insight in future career development

Example:

Establishing a robust understanding of the fundamental principles and intricate elements of Marketing has not only fostered confidence within me but has also prepared me for an in-depth exploration of the dynamic business landscape, laying a solid foundation for my future professional endeavors. As I gain a clearer insight into the interplay and influence of various factors within the marketing environment, I have

begun to develop a comprehensive awareness of the nuances of market vision, competitive advantage, differentiation, and Market Insights. Understanding the intricacies of consumer behavior, market trends, and industry dynamics is instrumental in formulating effective marketing strategies and business plans. Building upon these insights, my ambition is to continuously augment and refine my knowledge base, equipping myself with the tools to make precise observations, thorough assessments, and informed predictions about the potential opportunities and risks associated with marketing campaigns, investment activities, and overall corporate operations. With a keen eye on emerging market trends and evolving consumer preferences, I aspire to contribute meaningfully to the dynamic landscape of the business world.

P – PLAN

Here are detailed guidance:

- 1-2 sentences: Introducing future career plans.
- 2-3 next sentences: explain how insights are used in your chosen career field, emphasizing the benefits insights can bring to your work
- 1 final sentence: Mention the goals you are aiming for from the advantages that insight brings

Example:

My future plan is to enter the field of business consulting. To achieve this, I have recognized the importance of integrating marketing principles into my skill set. This involves developing a versatile and adaptive mindset, enabling me to offer comprehensive and effective guidance to my clients. A profound comprehension of the marketing environment allows me to assess the strengths and weaknesses of my competitors, facilitating the development of impactful strategies for my clients to attain a competitive edge. Through the analysis of market positioning, pricing strategies, and promotional tactics, I aim to provide valuable insights that will help my clients distinguish themselves in their respective industries.