

INTRODUCTION

TO

MARKETING

Course Name	School	Course ID	Highest grade earned	Letter Grade	Verified Attempts	Date Earned	Status
Introduction to Marketing	The University of Edinburgh	EdinburghX+DM1.1PCx+1T...	97%	Pass	1	9/5/2023	Earned

Course instructors



Dr Malcolm Kirkup

Dr Malcolm Kirkup

Course instructor

I have enjoyed 30 years of teaching, researching, consulting and innovating in marketing. My previous University roles have included programme directorships at a range of top UK business schools including Cranfield, Loughborough, Birmingham, Lancaster, Exeter and Edinburgh.

In my teaching I specialise in strategic marketing, leadership and consultancy, and I focus mainly on teaching experienced executives from industry. I have also held commercial marketing positions with Sears plc and have undertaken an extensive range of consultancy assignments. Consultancy clients have come from a wide range of industry sectors -

agricultural machinery, agrochemicals, FMCG, fashion retailing, financial services, food and drink, mobile phones and research services. My international experience includes assignments in Canada, France, Germany, Hong Kong, India, Pakistan, Russia, Singapore, Switzerland and Thailand.



Asanka De Silva

Asanka de Silva

Course instructor

I am consumer-led as opposed to product-driven, thinking strategically about how to leverage insights to best effect, whilst retaining a sense of creativity and transparency. I am an expert across all marketing touch points within mature and emerging markets, thinking digitally, proactively and value-add, developing win-win solutions for all stakeholders. Having an ethical stance and working for the good of society is important to me.

As an example, I successfully implemented change at John West, at a time when Greenpeace and other stakeholders challenged our brand. My insightful thinking, collaboration skills, the ability to listen and understand, were critical to our successful development of the brand. We achieved recognition from the pro-sustainability community for our efforts in creating a set of workable and sustainable outcomes for all parties. That experience has since been used as industry-wide case study material.

My thirst for driving change, and critically thinking at an inspirational and unconventional level, comes across in all my endeavours and achievements. This has resulted in demonstrably growing brands whilst vastly out-performing others in the industry. My experience to date has seen me progress within global brands such as Coca-Cola, John West and The Famous Grouse.

Course tutor

Antonia Gieschen



My academic background includes a BSc in Business Administration with a focus on marketing, as well as an MSc in Marketing and Business Analysis from the University of Edinburgh. I have previously worked in the banking industry where I analysed large-scale customer data, and am currently working as a doctoral researcher on projects tackling challenges in the tourism industry and access to finance.

INTRODUCTION TO MARKETING

WEEK 1

Main Goal: satisfy customer requirements.

↓ Solving Problem + Giving Value

Rewarded //

- Type of exchange

* /

B2C ⇒ Business to customers

B2B ⇒ Business to business

! C2C ⇒ Consumers to consumers

→ eBay

* Marketing is not just for profit

→ governments ex/quit smoking

→ increase reputation

→ charity

→ applications/politics

→ individual marketing

Competitors //

↳ greater value

↳ difficult to predict customers.

↳ changing world

B2B and B2C

You have heard that marketing takes place in many different contexts. B2C (business to consumer) marketing and B2B (business to business) marketing are the most popular:

- B2C marketing - a firm markets its products or services to consumers.
- B2B marketing - a firm markets its products or services to another business.

Let's think about these two forms of marketing. You might want to consider them in the context of your own country.

Can you identify examples of firms that engage with B2C marketing practice? Similarly, can you think about examples of firms that engage with B2B marketing? What sets those firms apart?

For this activity, use the Padlet to post your examples of firms and share them with other learners taking the course.

Select the (+) icon and in the pop-up box add the following:

1. In the pick a location box enter the name of your city or country, or alternatively drag and drop the pin to your desired location.
2. In the description box, enter the name of the firm and specify whether the firm engages with B2C or B2B marketing, and identify what sets this firm apart from competitors.
3. If you wish, you can also upload an image of the firm's logo to your post

You may post as many examples as you want, but please make note of at least **one** example of a B2C firm as you will use this example in other activities throughout the course.

After you are done, don't forget to 'like' and comment on your peers' posts and explore their examples of B2C and B2B firms.



Ankara, Turkey

B2C - Beymen is a business that grants its customers sneakers, t-shirts and other wearables. Customers can directly shop from Beymen.

B2B - Doğuş Automobiles are automobile suppliers like Audi, etc to other businesses. It grants automobiles to other businesses, the authorized dealer of Audi.

my example!

my personal brand ↗

Topic: Let's discuss your personal brand!

Title *

Eren, from Ankara, Turkey

Question *

I already have a personal brand called Central Links. The main things that differentiate my brand from others is that their designs. The design of the prints are well made and they are creative, unlike some brands. Also, the products of my brand are high quality. The most important aspect of my personal brand is, the products will be limited, so not everyone can buy it. I want to create a reselling market that have my products so customers can feel their wearables are high valued. Also, I want to make my marketing very well with influencers. These will be the specialities of my upcoming brand. Thanks!

Post question

Edinburgh Marketing

During this course you will hear from a number of successful Edinburgh companies - all quite different and using marketing in different ways. They have very kindly agreed to talk about their approaches to marketing in a series of videos. We would like you to take a quick look at these companies - by looking at their websites - to familiarise yourself with their marketing propositions:

Morph Costumes - a consumer product business - marketing spandex fancy dress costumes from around the world.

Social Bite - a café targeted at office workers in Edinburgh, but with a social, rather than profit, purpose. They exist to generate funds to support the homeless.

Skyscanner - both a B2C and B2B service business. They provide an online portal for consumers to search for the cheapest flights, hotels and hire cars. They also market their search engine capability to other travel businesses.

Goware - this is a B2B company. They are a rapidly growing enterprise that produces food utensils and packaging - but all made from plant-based materials. The products are completely biodegradable.

eoSurgical - this is a B2B company that produces a really unique product. They have designed a training simulator to help surgeons practice and perfect the art of successful keyhole surgery.

Administratate - finally, we selected a new computer software company. Again this is a B2B enterprise, producing software that helps large companies organise their internal training.

If you can briefly review these websites you will get a feel for the six companies that will feature during this course. We will hear from Morph Costumes in this week's session.

The image shows a collage of six website screenshots arranged in a grid-like pattern, each with a green arrow pointing to it from a central green line. The websites are:

- Social Bite**: A cafe targeted at office workers in Edinburgh, featuring a "100 MILE CHALLENGE" and "40 DAYS - 100 MILES".
- Administratate**: A B2B software company that helps large companies organise their internal training.
- Skyscanner**: An online portal for consumers to search for cheap flights, hotels, and hire cars.
- Goware**: A B2B company that produces food utensils and packaging made from plant-based materials.
- eoSurgical**: A B2B company that produces a unique product: a training simulator for surgeons.
- Morph Costumes**: A consumer product business marketing spandex fancy dress costumes.

my example on Sky-Scanner

Topic: Let's discuss the business cases!

Title *

Skyscanner

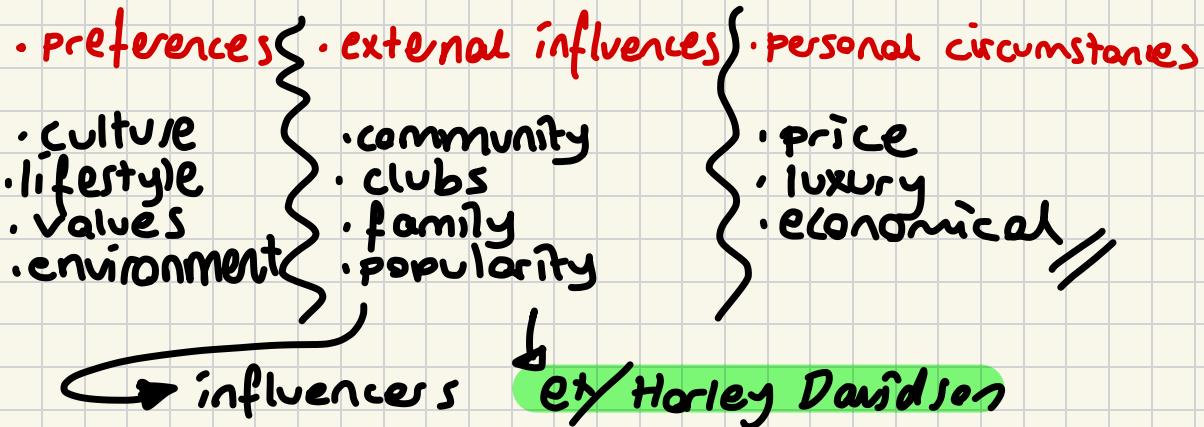
Question *

Flying to somewhere else can be expensive, but with the help of skyscanner, the customers can track all kinds of flights and filter their price
Also, with Skyscanner, customers can hire cars easily.

Post question

Importance of Customer Focus: !

more we understand → more likely they buy



Market Circumstances:

↳ different markets ↗ Alcohol is banned in.....
law, economy, tech ⇒ et/ uber → impact on Taxi

MARKETING PYRAMID



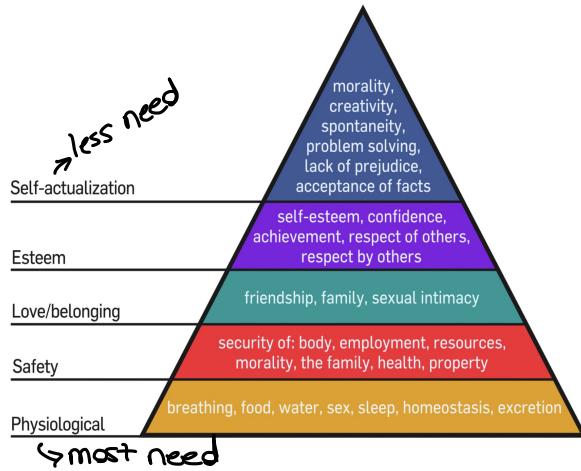
The primary aim of marketing is to satisfy consumer needs, but what are those needs? In the 1940s Abraham Maslow developed a pyramid that depicts the different needs of humans and is often used by marketers to determine consumer needs. It is most commonly known as Maslow's Hierarchy of Needs.

As you can see, according to Maslow people at their most basic level (consumers) have physiological needs such as needs for food or clothing, as well as needs related to self-esteem and self-actualization.

Take some time to review Maslow's hierarchy and reflect on the following questions:

- Are these needs still relevant today?
- Are there any other needs consumers have that are not included in Maslow's pyramid?

In the discussion forum, share your thoughts by responding to these two questions. After you have posted, take some time to explore the posts shared by your fellow learners.



Maslow's Hierarchy of Needs (2009) by Factoryjoe on Wikimedia Commons, CC BY-SA

Topic: Let's discuss consumer needs!

Title *

Maslow's Hierarchy of Needs

Question *

Q1: Are these needs still relevant today? Yes, they are still relevant today. Because 1940's are not very far away and still people have similar needs for products. Such as physiological and safety. There are still products that can be included in the pyramid but it doesn't mean that these needs are not still relevant.

Q2: Are there any other needs consumers have that are not included in Maslow's pyramid? Yes, there are. In 2000's, the capitalism is increasing and rich people are getting more rich. The pyramid must consumers that are very rich and want to spent money on luxury, not just their primary needs.

Post question

Internal and External Factors .



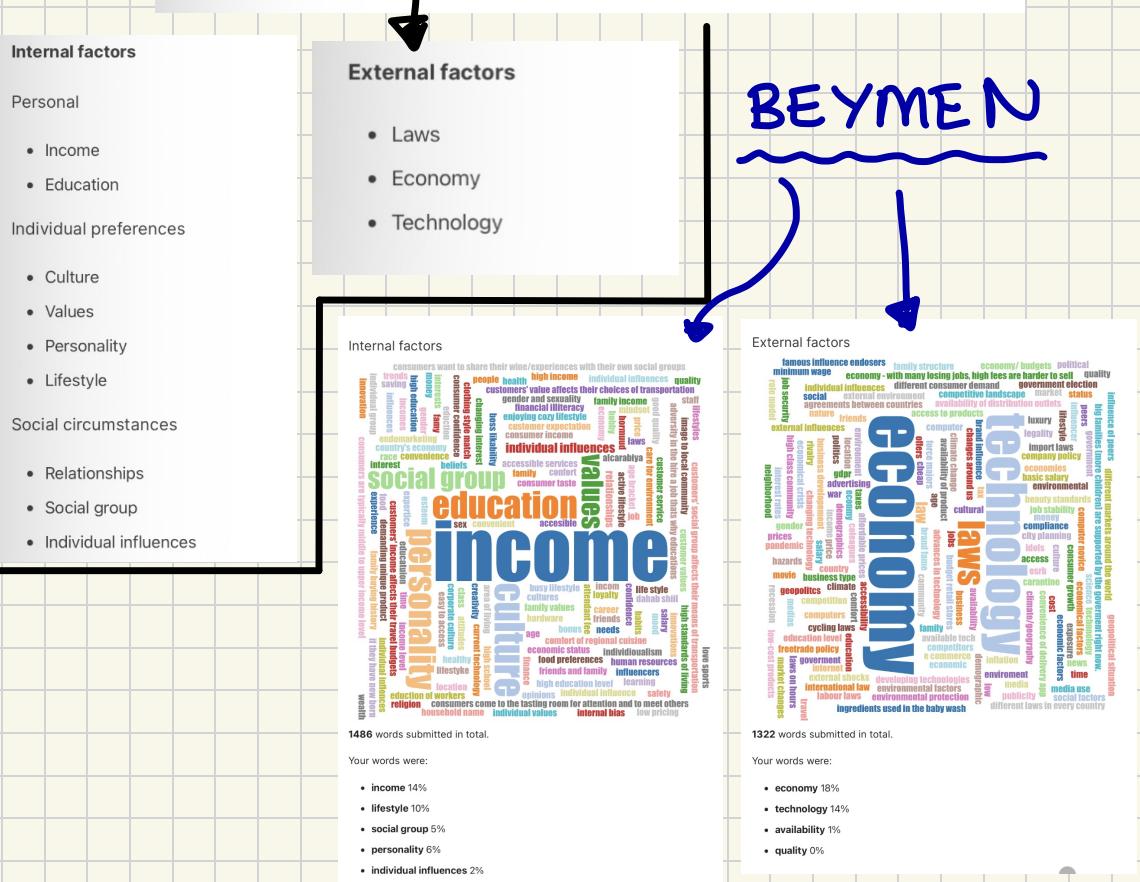
Consumers' needs and behaviours are affected by both internal and external influences, which indicate which products consumers will purchase to satisfy their requirements. Successful marketers have to be able to identify factors impacting consumers' preferences. Let's try to map those factors!

Think about an example of B2C firm you provided in the first activity, and the consumers purchasing products from this firm.

Using the factors provided, try to map internal and external influences consumers of this firm are subject to. You will enter your findings into the word cloud. Please note that some internal and/or external factors may not have a significant influence on consumers, but you should still acknowledge their impact or presence.

When you are finished, return to this activity to see what the most popular findings from the group were by reviewing the word cloud.

Remember to consider the following internal and external factors that were mentioned in the previous video. These should help guide your activity.



Morph Costumes

One of the key roles of a marketer is to keep ahead of competitors in very busy, and often cut-throat, markets. In this next video we will hear from Gregor Lawson, founder of Morph Costumes - a successful Edinburgh business which markets spandex fancy dress costumes all around the world. Here, Gregor explains the company's value proposition, how they get to know their customers, who their competitors are and, crucially, how they stay ahead of competitors.

! ?

Staying competitive ; → value proposition

- getting attention → superhero celebrity
- most impactful costumes for consumers.
- Price point ~ quality level ⇒ ! ⇒ 25\$-30\$
↳ good but not amazing ⇒ balanced

The Target of Customer:

Time Rich - Poor Guy

Rich Guy, No Time

Getting to know the Customer:

- consumer, competitor, industry, research
- age, price, preference //

Competitors : → Staying Competitive

↳ Try - protect the business.

- expensive, lawyers

↳ innovating the business.

- keeping on, improving

Licensing
Patenting //

• in the view of customer: !

As Gregor has explained for Morph Costumes, it is vital to understand the customer and how purchase decisions are made. This next video explores the concept of the customer journey which are the stages a customer goes through in learning about and deciding whether or not to make a new purchase. Some journeys are quick and simple. For example, if buying a soft drink, others are very complex and take place over an extended period of time. The marketer's job is to try and understand the stages in this journey so that he/she can influence the consumer's choice of brand to buy.

↳ sometimes keep it simple :)

↳ low risk - high risk decisions.

↳ problem prompted by others → peer pressure
↳ getting latest technology

↳ Evoked Set ⇒ relevant brands

↳ short list ⇒ marketers want to be on list.

↳ Post Purchase Dissonance

↳ "if I made the right choice "

↳ happiness and referrals.

in business to business buyers:

- more formal → procedures
- managers available → gatekeeper → product notice //

"when and how to communicate with customer"

B2B Marketing:

Supplier evaluation criteria

In a B2B marketing context, it is likely that the buyer will be following strict purchasing criteria. The larger the buyer, generally, the more sophisticated their buying processes and the more detailed their criteria are likely to be.

Marketing to Grocery Buyers

If a food manufacturer is attempting to sell to supermarkets in the UK, it is likely that the manufacturer will have to satisfy a complex array of criteria. The following supplier evaluation criteria were noted in a study of Irish grocery retail buyers, undertaken by the Agriculture and Food Development Authority. To get a retail listing, suppliers typically need to satisfy:

Service Levels !

1. Ability to deliver the correct quantities.
2. Ability to meet delivery schedules → this can also include lead-time, flexibility and replenishment speed if a re-stock is required.
3. Advanced notification of supply problems
4. Achieves low levels of product damage
5. Uses correct bar-coding. → barcode
6. Delivers product at correct temperature.

Food Safety !

1. Use of equipment and procedures that produce safe products.
2. Have a culture promoting product safety.
3. Are willing to invest in safety.
4. Use vehicles that maintain product integrity and safety.
5. Use packaging that assists product safety.
6. Willingness to work with you on safety, advice and recommendation

Commercial Performance !

1. Delivers necessary gross margins.
2. Delivers competitive price.
3. Yield required net profit (OPP) !
4. Supplies products with good rates of sale.
5. Are willing to invest in promotions.

digital product passport

Marketing Awareness !

1. Good understanding of promotions
2. Have realistic sales forecasts.
3. Display a clear understanding of your target market.
4. Good understanding of price positioning.

Product Innovation → creativity

1. Ability to design creative packaging.
2. Uses innovative packaging.
3. Ability to produce innovative products.
4. Ability to produce products that are unique and add to the category.
5. Uses packaging that generates the desired image.

Manager Ability → depending on managers

1. Manage their business in a professional manner.
2. Have managers that are highly motivated.
3. Have ambitious managers.
4. Are willing to invest in IT.

Sustainability → sürdürülebilir

In addition to these criteria, retail grocery buyers are also increasingly interested in the sustainability credentials of suppliers – for example, the extent to which ingredients are sustainably sourced, ethically produced and where sourcing and supply does not harm the environment.

The Sainsbury website gives an example of the process that suppliers need to adopt to become a supplier and also details of the retailer's approach to ethical trading:

"Our customers want to be confident that the people who make and sell our products are not being exploited, or exposed to unsafe working conditions. Our Code of Conduct for Ethical Trade covers the employment practices we expect from our suppliers, both in the UK and abroad. As founder members of the Ethical Trading Initiative, our new Code of Conduct is consistent with the ETI Base Code and national and international laws."

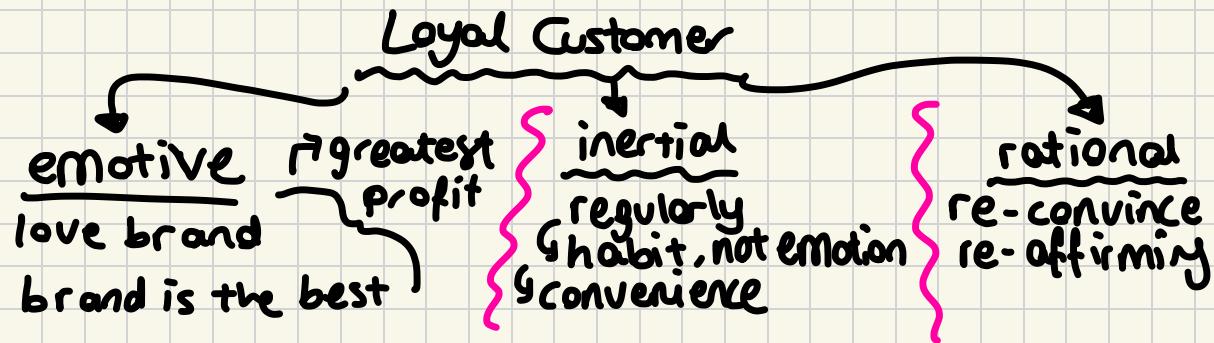
MARKETING EXCHANGE

As mentioned at the start of this course, marketing is about an exchange between a supplier and a buyer or customer. There are two ways to have an exchange. One way is to have a simple transaction. For example, I give you this and you give me that. Another way is to have an exchange which is part of an on-going long term relationship.

In the final video for this week, Asanka will explain the difference between transaction marketing and relationship marketing, and the benefits to marketers of building up a loyal following of customers.

Relationships and Loyalty : ! ! ! → "what happened after the sale" is important

- trust ⇒ loyal customer
 - ↳ save money, no persuasion, revenue growth
 - ↳ getting referrals, forgive mistakes



Consumer-brand relationships



The focus of marketing is on developing relationships between a firm, or its brand, and consumers, which creates a base for consumer loyalty.

→ firma

→ emotive loyalty

Relationships between firms and consumers are complex. Just think about your example of B2C firm - how would you describe your relationship with this firm? Are you emotionally attached to this firm's brand, or do you need to be constantly reassured about the value of a product the firm offers? Perhaps you do not have any relationship with this B2C firm?

→ rational loyalty

According to Susan Fournier there are 15 different consumer-brands relationship forms (Fournier, 1998). Those range from committed partnerships where the consumer is committed to a brand despite obstacles encountered, to enmities where relationships are characterised by negative emotions.

In the following list, you can see a typology of consumer-brand relationship forms and their definitions.

1. **Arranged marriages:** Non-voluntary union imposed by preference of a third party.
2. **Casual friendships:** Infrequent and sporadic engagement with little expectations of reciprocity or reward.
3. **Marriages of convenience:** Long-term committed relationships resulting from environmental influence.
4. **Committed partners:** Long-term voluntarily imposed socially supported union high in love, intimacy and trust.
5. **Best friendships:** Union based reciprocity principle.
6. **Compartmentalised friendships:** Highly specialised situationally confirmed, enduring friendships with lower intimacy but high socioemotional rewards.
→ köken
7. **Kinships:** Non-voluntary union with lineage ties.
8. **Rebounds:** Avoidance driven relationships.
9. **Childhood friendships:** Affectively laden relationships reminiscent of earlier times.
10. **Courtships:** Interim relationship state on the road to committed relationship status.
11. **Dependencies:** Obsessive, highly emotional.
→ gegici
12. **Flings:** Short-term, time bound relationships.
13. **Enmities:** Characterised by negative affect and to be avoided.
14. **Enslavements:** Non-voluntary union driven by relationship partner.
15. **Secret affairs:** Considered risky if exposed to others.

my activity & answers :

To complete this activity, select the (+) icon and in the pop-up box add the following:

1. In the 'Title' box enter your firm's name. This is the B2C firm you chose earlier in the week.
2. In the description box, select one of the consumer-brand relationship types and write a brief explanation on how that applies to your relationship with this brand.
3. Next, identify at least two more brands you buy and map them against Fournier's typology. Include this in your description.
4. Finally, if you wish, you can also upload a logo of your primary B2C firm.

After you are done, don't forget to 'like' and comment on the posts shared by your fellow learners.

The University of Edinburgh + 9
Consumer-brands

Beymen - Beats - Apple

1) Beymen - My relationship with this brand can be explained as "Marriage of Convenience" - this is because whenever I need to buy clothes, sneakers, I can buy it from this store. I am a Beymen customer for a long time and all of my friends, environment are customer, too. Because it has lots of brands in it. There are always something that I can like, buy, all kinds of things.

2) Beats - My relationship with this brand can be explained as "Enmities" - this is because I bought two headphones from them but both are not working properly. After this situation, I got negative thoughts about this brand and I avoid them. I will not buy from them if not something extraordinary happens.

3) Apple - My relationship with this brand can be explained as "Dependencies" - this is because when I was kid, the first phone that I bought was an iPhone. Also, I had a iPad when I was kid. From that time, I always loved Apple no matter what and I always try to buy their product. I have a MacBook, AirPods, iPad, iPhone and some other accessories. I can easily say that I am emotionally connected to Apple.

White

Like 0

Comment

Photo

Share

Report

...

Mock Quiz WEEK 1- Questions and Answers

Question 1

1.0/1.0 point (graded)

In marketing, in order for an 'exchange' to occur between a seller and buyer:

- A complex set of relationships need to exist
- A set of specific marketing activities must occur
- A profit-motivated organisation must be involved
- The buyer and seller must both have something of value to the other party



Correct Feedback

The buyer comes with a problem (a need or a want) to the seller who then solves the problem by satisfying the need or want. In return, the buyer pays for the benefit they receive.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

- Answers are displayed within the problem

Question 2

1.0/1.0 point (graded)

The activity of marketing focuses on:

- Improving current products and developing new products
- Advertising and promotion
- A way of doing business that stresses customer value and satisfaction
- The planning and management of sales campaigns



Correct Feedback

In the past, marketing used to be a transactional process; however, today we see marketing as an activity that aims to satisfy consumer needs and wants through delivering value.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

- Answers are displayed within the problem

Question 3

1.0/1.0 point (graded)

It is argued that marketing needs to focus on building relationships which should be:

- Short-term; business-focused
- Long-term; between customers and suppliers
- Short-term; customers-focused
- None of the above



[Submit](#) You have used 1 of 1 attempts

[Save](#)

Your answers have been saved but not graded. Click 'Submit' to grade them.

Question 4

1/1 point (graded)

What is meant by 'evoked set'?

- The list of product options that have been rejected during the consumer decision process
- The complete list of options before the screening process
- A short list of options for careful evaluation
- The list of options compiled by the retail salesperson to help the consumer choose



Correct Feedback

An 'evoked set' is a list of options that the consumer considers in a purchase. The list does not include all the possible brands, rather, there are typically 5 or 6 brands on this list. For example, if buying a laptop, your evoked set might include Toshiba, HP, Lenovo, Acer and Dell. You carefully evaluate these options before buying the laptop that best meets your needs.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

- Answers are displayed within the problem

Question 5

1/1 point (graded)

Which of the following is **not** a benefit of having loyal customers?

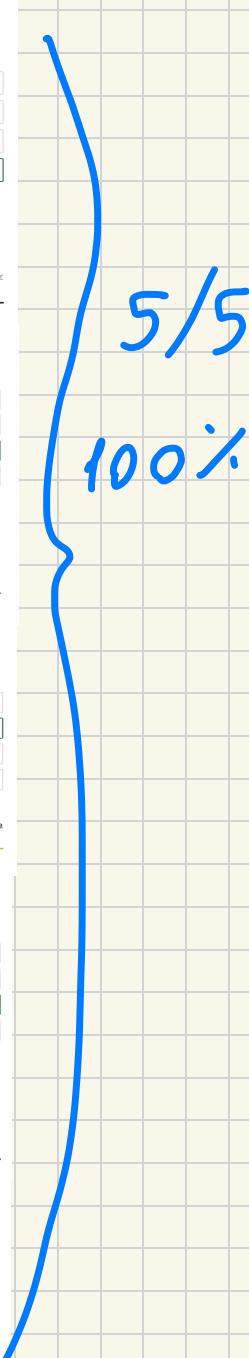
- Revenue growth
- Positive referrals can lead to new customers
- Loyal customers like cheaper products and services
- A price premium can be charged in some circumstances



[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Correct (1/1 point)



WEEK 2

- target the most rewarded customers
-

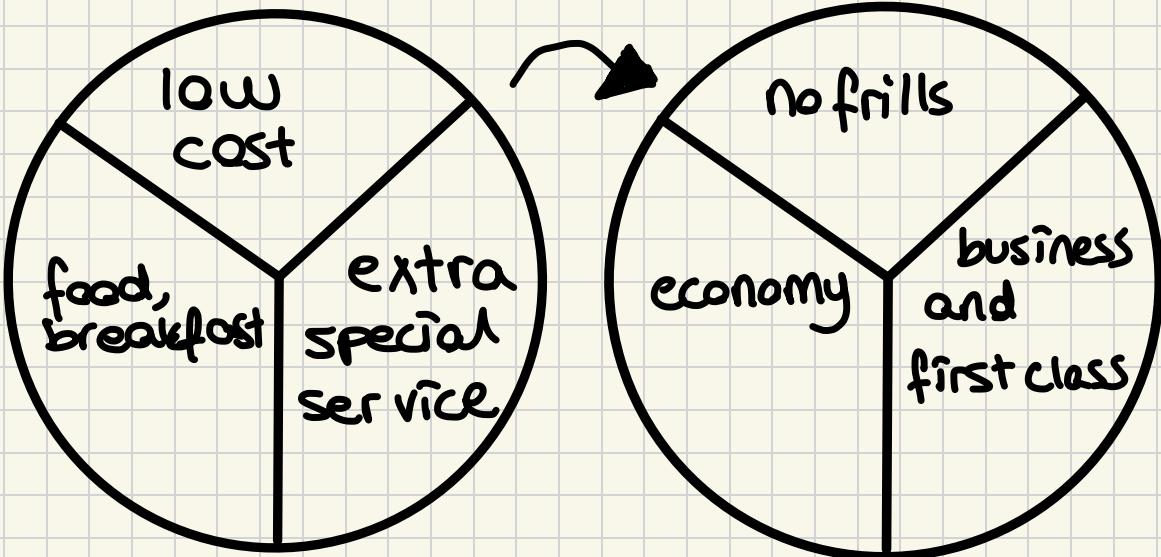
Welcome to Week 2! This week we are going to discuss how you target the most rewarding customers.

An important principle in marketing is recognition that customers differ from one another. We all have different requirements and expectations. This presents a real challenge for marketers. If you try to produce an average product or service to try to please everyone, you may find that you please no one at all. However, if you try to deliver a customised or personalised solution to every individual customer, it will increase your costs. The answer to this challenge is market segmentation.

→ keeping it balanced.

This week we will first review the purpose and benefits of market segmentation. We then have a short exercise for you, which relates to one of our Edinburgh businesses - Morph Costumes. We will then dig deeper and explore the main criteria for breaking markets into segments and evaluating their relative merits. This is followed by a case video where we hear from Skyscanner and the B2B application of segmentation.

↳ Market Segmentation: → dividing market to groups
→ customers differ.
customers choose what they want (economy)
ex/Airlines



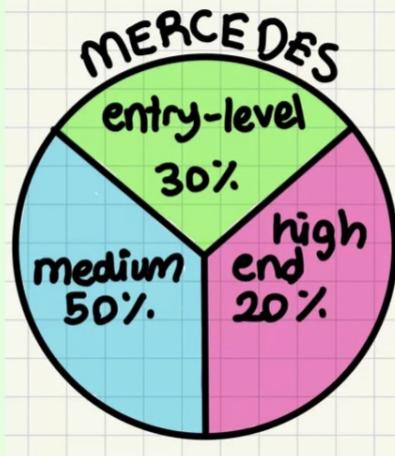
why beneficial

- 1) impossible to know what each customer wants.
- 2) the more you know each segment, easier it will get.
- 3) companies can select and prioritize segments.
- 4) better understanding of segment
- 5) customer loyalty & advertising

we must know:

- 1) know the size of each segment
- 2) sufficient sales? enough demand?
- 3) value proposition, communication
- 4) know criteria

Mercedes



The Mercedes has 3 main segments for their customers and they are based on their economies. So, criteria economy. There are entry level Mercedes cars that are for people that wants the Mercedes quality but doesn't want to pay much. Cars for this segment are CLA and A series. The other one is medium segment, for people that have money but can't afford too much. Cars for this segment are E-series, EQ series, C series. The last one is high end, this is for people that have tons of money and wants to buy the best car possible. Cars for this segment are AMG series and G-wagons.

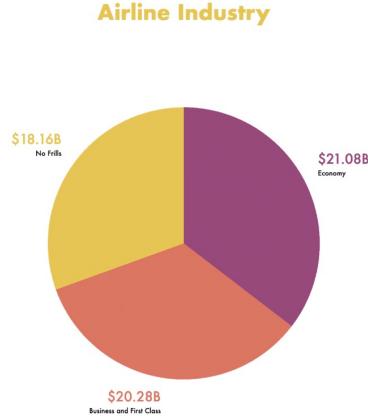
↳ my example



Market segmentation is a process of dividing a market into groups of consumers that share common characteristics. Market segmentation can lead to higher profitability for a firm. This is because the firm can target a consumer segment that derives value for a firm.

Let's practice market segmentation using your example of a B2C firm from earlier activities.

First, think about the market in which this firm operates. For example, if you chose Ryanair or Air Asia, you will conduct market segmentation for the airline industry and your market segmentation. As mentioned in the video, Ryanair and Air Asia see their market segmentation as serving 'No Frills' customers:



The University of Edinburgh, 2020, CC-BY-SA 4.0

If you are unsure which market the firm operates in, you can post the name of your firm in the **General** discussion area of this course and your course tutor will assist you.

Next, think about consumers and develop a pie chart that depicts different consumer segments of the market. For example, in the video we divided airline market into three segments: 1) consumers who are looking for lowest ticket prices, 2) economy travellers who are willing to pay an economy ticket price and would like some additional services, and 3) business and first-class flyers who are looking for a premium service.

While working on your pie chart, try to consider the following:

- What are the consumer selection criteria?
 - What is the size of each segment?
 - What is the value of each segment?
 - What is the value proposition each segment is looking for?
 - How to target each consumer segment?
- 8 *değer öncelikleri* must be known

Identify examples of firms that target consumer segments you identified and then think about the segment your B2C firm targets. Are there other competitors that target the same consumer segment? Try to provide examples of firms that target other segments you identified and map all this information into your pie chart.

To complete this activity, select the (+) icon and in the pop-up box add the following:

1. In the Title box, enter the name of your firm.
2. In the description, briefly summarise your answer to the above questions.
3. To add your pie chart you can:
 - Draw your pie chart on a piece of paper and upload a photo from your smartphone using the **Upload** arrow, or
 - Draw your pie chart in a programme on your laptop and then save as a jpeg or png and upload with the **Upload** arrow, or
 - Select the three dot icon for more options and then select **Draw**.

After you upload your pie chart and explanation, don't forget to 'like' and comment on your peers' posts and explore their examples of market segmentation.

Market segmentation example:

In the next video, you will hear again from Gregor Lawson from Morph Costumes. He explains the challenge of marketing to one particular segment of his market - **children**. In many countries, there are restrictions on how children are targeted, but they may represent a significant business opportunity.

↳ advertising kids → mom

→ adult and kid advertising is different.

⇒ How to build greater awareness:

Question

Discussion

Topic: Let's discuss building brand awareness!

Title *

Morph Costumes Awareness

Discussion *

The following could be done to build greater awareness.

1) Advertising the costumes for both parents and the kid, same time. This could be done with launching father & son, or mom & daughter collections.

2) Advertising the costumes using influencers. The kids always want to buy what his role model has. So, if an influencer, who is targeted by lots of people advertises the costumes, the kids will be influenced.

Post discussion

Advertising Standards:

During the first week, you learned that consumers are subject to many influences. For example, firms have to be aware of external influences and legal regulations which have an impact on consumer purchase decision.

Legal regulations also have an impact on firms and the way in which they communicate their value proposition to their consumers. For example, Morph Costumes cannot directly advertise their products to children. Instead, they communicate their value proposition to parents.

legally not right

You have already identified possible approaches that Morph Costumes can adopt to build awareness of their products among children. What are the other regulations firms have to be aware of while communicating their value proposition to consumers?

For this activity, you will need to research advertising regulations in your country and then use Padlet to post these regulations in your location.

Select the (+) icon and in the pop-up box add the following:

1. In the pick a location box enter the name of your city or country, or alternatively drag and drop the pin to your desired location.
2. In the description box, enter the name of the firm and provide an overview of the regulation and its impact on firm's marketing activities.
3. If you wish, you can also upload an image of the firm's logo to your post.

After you are done, don't forget to 'like' and comment on your peers' posts and explore their examples regulations. Were you aware of these legal restrictions? Did you notice any differences across countries?

my example:

Turkey, Forbidden Advertisements
In Turkey, it is not legal to advertise alcohol, hospitals or healthcare, sports betting apps. So, there are some firms that have different marketing strategy.

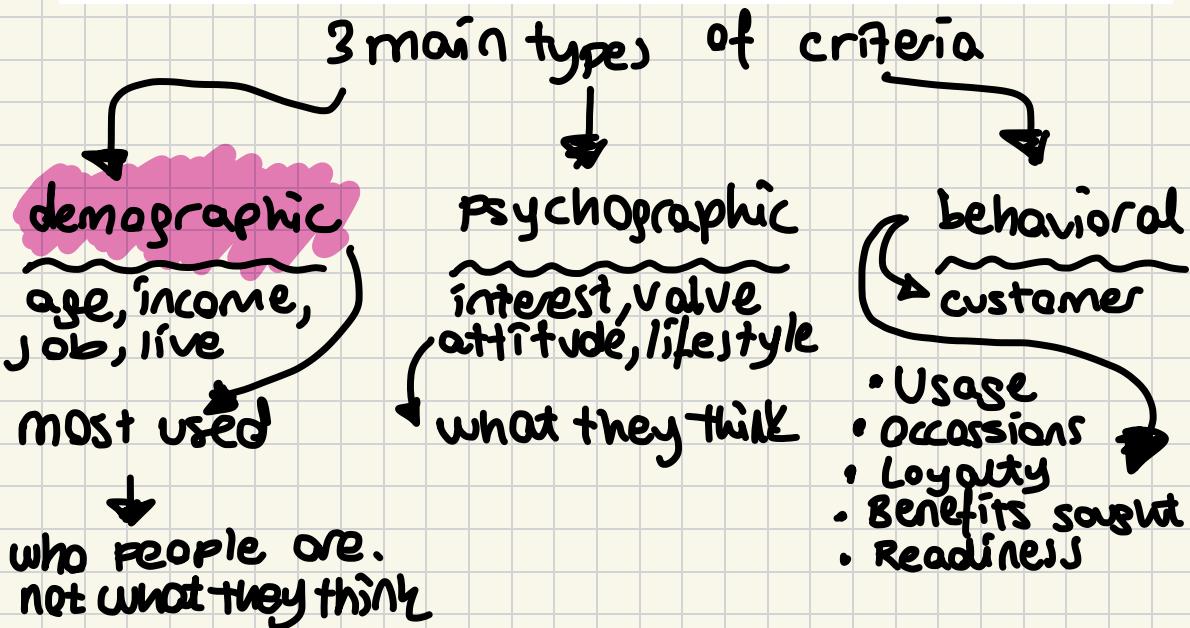
1) Efes Pilsen:
A beer manufacturer company. Its advertisements can't be made in Turkey and in television. These firms are overcoming this problem with specifications. They are not using their logo on advertisements, they are using the colors and slogans associated with them. So, everyone understands.

2) Bilyoner:
The most popular sports betting website in Turkey. It's advertisement cannot be made legally. But there are some advertisements that was given in some sites which are cracked.

3) Pharmacies:
Pharmacies can't make their advertisements since they are in health sector. Instead of web, TV advertisements, they are connecting with doctors to suggest them in specific situations.

Market segmentation criteria:

As mentioned in an earlier video, a supplier needs to be clear what **criteria to use** to divide a **market into segments or groups**. Whichever criteria you use, it must help to **distinguish between the requirements of different customer groups**. Let's look at the different criteria that can be used to help segment markets.

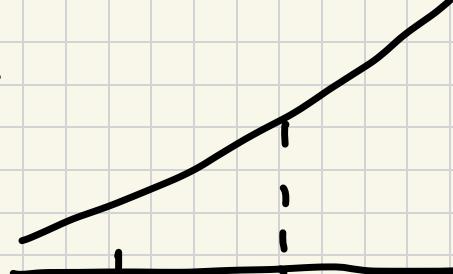


*VALS System of Segmentation (8 Type)

- Innovators
- Achievers
- Makers
- Thinkers
- Strivers
- Survivors
- Believers
- Experiencers

→ just because people thinks in a particular way, doesn't mean they will act in particular way.

* * *



innovators

- take risk
 - first buyer
 - educated
 - latest
 - can afford
- } happy to absorb if it isn't match their expectations

early adopters

- wait
- understand benefit
- careful
- educated

early majority

- thoughtful
- recommendation
- advertisement

late majority

- benefits obvious
- less educated
- low social status
- limited resource

Laggards

- no alternative available
- old ways, no change

for businesses:

- charity
- location
- requirements
- type

Behavioral Segmentation:



While developing a pie chart in your first activity earlier this week, you were asked to consider consumer selection criteria. Those can be used to help segment the market. What were the criteria you considered?

As discussed in the previous video, there are many criteria that marketers can use to segment the market. Among them there are three main criteria:

- Demographic criteria
 - Psychographic criteria
 - Behavioural criteria

Let's focus on behavioural segmentation, which divides the market based on consumer's behaviour as they purchase a product or a service.

Again, using your example of B2C firm think about the consumer segment the firm targets. Fill in the word cloud by identifying behavioural patterns of this specific group.

The following are a few examples of behavioural segmentation criteria. What criteria can you find?

- Usage pattern
 - Loyalty
 - Benefit Sought
 - Readiness

When you finish, review your [pie chart](#) from the earlier activity - would you amend it based on behavioural segmentation criteria? If you decide to change your market segmentation pie chart, upload the revised version to the Padlet before moving on.

What criteria can you find?



230 words submitted in total

Your words were

- **loyalty** 15%
 - **benefit sought** 7%
 - **readiness** 6%
 - **comfort** 0%
 - **quality** 0%

- loyalty, benefit sought
- readiness, design, brand,
- availability, emotional
- influence, pattern

B2B Market Segmentation

Skyscanner!

So far, you have practiced market segmentation using your example of a B2C firm. In this video you will learn about B2B market segmentation. Skyscanner is an example of a B2B firm for which market segmentation is also crucial to ensure business success.

Let's learn more about how they view their specific segmentation.

Creating the ability for other companies to have skyscanner on their sites,

monetise traffic \Rightarrow target audience.

API \rightarrow all data \rightarrow power apps \rightarrow integration

Partners \Rightarrow Lucy trip and Hit List, \as ex:

Market Segmentation!



You are probably familiar with Skyscanner B2C website (www.skyscanner.net), but did you know that Skyscanner operates in B2B market? Please take your time to explore the Skyscanner Partners website (www.partners.skyscanner.net) and learn about products offered to businesses.

Thinking about Skyscanner as a B2B firm and what you have learned about segmentation so far, on the Padlet board post a list of Skyscanner's business partners (i.e. the businesses to which Skyscanner markets its products). In the video, Skyscanner says that they have 600 partners and already mentioned Lucky Trip, Hit List, Lonely Planet and Groupon.

There are 596 firms remaining that use Skyscanner's services. How many of them can you identify?

Select the (+) icon and in the pop-up box add the following:

1. In the 'Title' box enter your name.
2. In the description box, enter the name of the firms you identified that fit into Skyscanner's market segmentation.
3. If you wish, you can also upload a logo of one of these partner firms to your post.

After you are done, don't forget to 'like' and review the market segmentation examples your peers posted.

my answer !

The University of Edinburgh + 402 • 7d

B2B market segmentation



Skyscanner B2B Partners (Eren)

Turkish Airlines
Trip.com
AVIS
Expedia
Emirates
American Airlines
Booking.com
Europcar
Lufthansa
Agoda
Vueling

0

0

Add comment

extra link:

→ VALS (more info)

<http://www.strategicbusinessinsights.com/vals/about.shtml>

MOCK WEEK 2:

Question 1

1.0/1.0 point (graded)

What are the benefits of market segmentation to an enterprise?

- Easier to understand customer needs and customise the offer
- More efficient use of marketing resources
- Greater chance of securing competitive advantage within a more focused market
- All of the above



Correct Feedback

It is impossible to satisfy the needs of every single customer in the market. Marketers separate the market into smaller groups or segments to achieve all of the above benefits.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

[Answers are displayed within the problem](#)

Question 4

1.0/1.0 point (graded)

Psychographic segmentation is based on:

- The quantitative side of consumer demographic analysis
- The quantitative side of consumer geographic analysis
- Individuals' residential patterns and life-cycle preferences
- Grouping people according to their activities, interests and opinions



Correct Feedback

Psychographic segmentation is concerned with how different groups of customers think and how this might affect what they buy. Therefore, psychographic segmentation puts people into groups according to their attitudes, values, interests or lifestyle.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

[Answers are displayed within the problem](#)

Question 3

0.0/1.0 point (graded)



Which of the following is **not** an example of a behavioural variable in market segmentation?

- Level of loyalty
- Type of consumer personality
- Media usage
- Time of purchase occasion



Correct Feedback

The variables of **behavioural segmentation** include occasions, usage, loyalty, benefits sought, and readiness. The type of consumer personality is a **psychographic variable**.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

[Answers are displayed within the problem](#)

→ 4/5 ⇒ 80%.

WEEK 3 → değer önerisi

Creating a value proposition.

Welcome to Week 3! In the first week of this course we introduced the idea of a value proposition. All organisations and individuals who are engaged in marketing have a value proposition - it is the combined set of benefits that is offered to the prospective customer to solve a problem they have.

This week we want to unpack the nature of the value proposition in detail and also to show you how three of our Edinburgh businesses articulate their own value proposition. It will be interesting to see if you agree!

Value propositions underpin the nature of a brand and so we will then explore the purpose and process of branding.

- ↳ designing value proposition ↳ 4 components
- ↳ combination of benefits
- ↳ why buy from you? Not competitors.

Components:

functional value → reliability

experiential value → services (repairs)

emotional value → aesthetic (brand value)

cost value → financial and cost / risk

↳ customer thinks about "net value"

* higher perceived value is good, better.

B2C Value Proposition!



A value proposition is a combination of benefits that derive from the product to its consumers. It consists of four components which contribute to product value which are:

1. Functional or performance value
2. Experiential value
3. Emotional value
4. Cost value

Do you remember the example of your B2C firm? Let's use one of its products to assess value proposition! To complete this activity, you will need to complete the following steps.

Step 1) Take a picture of the product offered by the B2C firm, or find an image and download it from the Internet if you do not have the product to hand.

Step 2) Next, assess the product carefully: What is the value proposition of this product? Can you identify all four components of value proposition? Make sure to list them out when you upload your picture.

Tip! Think about the consumer segment your firm targets. Product value is perceived by this consumer group.

Step 3) When you finish upload your picture to the Padlet with your responses.

Afterward, explore your peers' examples of product value proposition and familiarise yourself with different products and the value they offer.

3) Emotional Value: Apple is one of the biggest brands in the world and obviously one of the most loved. Customers are emotionally connected to iPhone and an iPhone owner mostly owns other Apple products.

4) Cost Value: iPhones comes with lots of personalization. Like storage, Pro or normal, or Max. This makes the customers choose the phone for their economy. So, it could be said that the value proposition on iPhone is awesome. Also, some of the money goes to the branding.

iPhone 14 Pro Max
(Eren Esinler)



1) Functional & Performance Value: The iPhone comes with lots of functions. Most obvious one is the operating system. iPhone devices include iOS and has lots of functions that make people buy it. Also, iPhones can give high performances easily.

2) Experiential Value: Apple offers a very good repair service and other services for iPhones. It includes lots of guidelines to use it and it offers emergency services, trade services and many more.

0

0

Add comment

my answer

In the next video we have asked three of our Edinburgh businesses to explain their value propositions. All are very different - as a cafe Social Bite is a consumer business, whereas Vegware is a product-based B2B business but with added service components, and Administrate is a pure service firm selling software. Vegware offers the most comprehensive explanation of a value proposition.

Edinburgh Businesses :

Vegware :

- quality item (it must work)
- environmental credentials (for green firms)
 - ↳ association (brand) → trust
 - ↳ "you get what you pay for"
- extra services → after selling → interaction

Social Bite :

- social business → 100% profit charity
- 25 employees from homeless backgrounds.
 - ↳ Targets: office workers
 - ↳ branding ⇒ engagement

Administre :

value proposition

- Target: B2B, training departments
- Learning is key, software and save time.

Let's discuss value proposition!

Now that you have watched the video, you should use the components of performance value, experiential value and emotional value to summarise the key elements of the Vegware value proposition. Post these findings in the discussion forum provided.

After you have added your summary of Vegware's value proposition, explore the other posts. Are there any surprising findings that you had not considered? If so, leave a comment!

Title *

Vegware Value Proposition

Discussion *

Performance Value: Vegware aims to have the same quality as others without using plastic and being green. So, the performance of Vegware is better than most of the competitors.

Experiential Value: Vegware is caring about the after transaction. They want to provide services to the customers. Also, they are in interaction with their customers.

Emotional Value: When buying something from Vegware, customers help the environment because Vegware does not use anything harmful for environment, unlike most competitions. So, customers are connected emotionally to the brand.

Post discussion

Net Value :



When consumers decide whether to purchase a product or not, they will think about product net value. To calculate net value, consumers will weigh the product value proposition against its risks.

You have already evaluated value proposition of a product offered by your chosen B2C firm. Now it's time to think about its perceived risks. Try to map your product value proposition against perceived risk. What is the net value of the product? Does value proposition outperform risks, or maybe there are too many risk elements?

Successful marketers know how to reduce perceived risk to increase net value and encourage consumers to purchase product.

For this activity, you will brainstorm approaches to reduce perceived risks for your B2C firm.

Select the (+) icon and in the pop-up box add the following:

1. In the 'Title' box enter the name of your chosen B2C firm.
2. In the description box, enter your product value, perceived risks and strategies for mitigating those risks.
3. Finally, review your post before submitting.

hafifletici

Afterward, don't forget to 'like' and review the other posts. While reviewing, you should select the mitigation strategy you find most interesting and post a reply stating what you liked about it.

my answer.

iPhone 14 Pro Max Net Value

iPhones have great value proposition. But there are risks. One of them is heating. The phones can heat very easily. Another risk is pricing, sometimes there are phones which are cheaper than iPhone with more functionality. The last one is; new iPhones come out every year with upgrades.

With all the risks apart, iPhones offer good experiences and I think that the net value of the iPhones are high because the value proposition is higher than the risks. Heating can be solved via service and the new introduced phones doesn't have revolutionary upgrades, so using a old iPhone is still great.

Value Proposition of Skyscanner:

Here is a final example of a value proposition - this time from Skyscanner - explaining how the company has seized a substantial stake in the online travel aggregator market.

↳ Web Services

- collect the questions from internet and answers them.
- Delivering Value: easier to find, function

Value Proposition

- content provider ⇒ customer experience
- ↳ Targeting and Re-targeting ⇒ content
- ↳ Optimization ⇒ with ads

Brands

A value proposition underpins the essence of an enterprise's brand. It is the brand that makes a business relevant and distinctive in the market. In this next video we explore the nature of branding: its purpose, its benefits to both customers and the enterprise itself, and the challenges of maintaining a consistent brand proposition.

Brand Name → unique symbols sets apart from competitors.

Brand → mind on representation of bundle of offered by particular company benefits

These processes are called branding

* Relevant and Distinctive

* Clarity and Connect with customers

Brand Values → clear, authentic, consistent

Personality on brand → strong, encourage

ex/ Mercedes

- Best or nothing,
- German culture, luxurious
- Stylish, quality, detailed, comfort
- Efficient → Trust



Customer Benefits

- symbol is for distinguish
- reduced perceived risk
- express customers reflect

Enterprise Benefits

- Price premium
- Loyal customers, reputations
- New markets
- Brand Equity, investment for customers
(Apple, Microsoft, Coca-Cola, Microsoft)
↳ in 2015, Apple ≈ 170 billion \$

⇒ brand image on customers are important

↳ co-creation with customers

↳ customers involved in trying

* LEGO, Dove, IBM are great examples.



You may have heard that successful brands have very clear brand values. Think about your example of a B2C firm
- what is its brand? What is its brand value? How does the firm communicate brand value to consumers?

Your chosen B2C firm is just one example of a brand. How many brands do you use every day? What is the brand value they offer?

Let's conduct an experiment! For this activity, all you need is a phone with a timer and camera. Set the timer for 1 hour.

During this hour, return to your normal activities. As you engage with your tasks, pay attention to brands you use or see and take a picture of them. After an hour, stop taking pictures and check your photo gallery. Upload your pictures to the Padlet.

- How many brands can you see?
- Are you surprised to see so many brands?

Finally, add a note to each photo briefly describing its brand value. Afterward, explore your peers' photo galleries and learn about the brands they use and their brand values.

→Brands used in 1 hour :

One Hour of Brands - Eren Esinler

The brands I have used in 1 hour of my daily routine are:

ASUS: to play video games.

Mercedes: to go to the market with a car.

Apple: To check my phone and to study in my iPad.

Starbucks: Flask that I use to drink coffee.

Longines: The watch that I wear daily.

Adidas: Yeezy that I wear daily.

Amiri: The tee that I wore.

The apps in the phone that I used same hour:

Spotify

Instagram

Youtube

Twitter - "X"

Gmail

This was a day that I spent most of the time home. Normally, I would've used more brands in 1 hour.

Customer Co-creation

Earlier, we heard that successful marketers co-create their brand with consumers. If you involve your customers in the development of new products, for example, they will develop a stronger association and will feel part of your brand community.

In this video, we hear from Paul Brennan at eoSurgical who explains how they have involved their existing and prospective future customers in the new product development process.

→ simulations for surgeons

↳ activities for customers → values

→ monitor the progress → making customers better,

↳ At the end : enjoyment

- Designing product: not expensive, could be used by customers

→ customer feedback is very important.

↳ contacting the customers

Value Co-creation

Successful marketers recognise that brands can co-create value with their consumers. This is particularly important at the stage of product design and development.

Using an example of your chosen B2C firm, you will complete the following activity on consumer feedback.

Select the (+) icon and in the pop-up box add the following:

1. In the 'Title' box enter the name of your chosen B2C firm.
2. In the description box, enter a summary of the example feedback you identify. What can the firm learn from this consumer feedback? How can the firm use this feedback to improve its brand value or product value proposition? Include responses to these questions in your post.
3. Finally, upload a picture, screenshot or recording of consumer feedback and publish your post.

Afterward, don't forget to 'like' and review the other posts shared by your fellow learners.

Name*
Eren

Email Address*
erenesinler23@gmail.com

Subject*
Functionality

Feedback Type*
Feature Request

Comments*
The major update that must be implied to iPad is being able to run the iPad as a MacOS. Not only for operating system but for softwares. Also, ●

Which operating system are you running?

iPadOS 16.6

If you have a problem syncing your iPad with your computer, which operating system are you using?

macOS Ventura 13.5

What is your iPad configuration?

iPad with Wi-Fi

Please read [Apple's Unsolicited Idea Submission Policy](#) before you send us your feedback.

Submit Feedback


iPad

Use the form below to send us your comments. We read all feedback carefully, but we are unable to respond to each submission individually. If you provide your email address, you agree that we may contact you to better understand the comments you submitted.

* Indicates required field.


iPad

Thank you for your feedback on the iPad

We cannot respond to you personally, but please know that your message has been received and will be reviewed by the iPad Team. If we need to follow up with you on your ideas for improving the iPad, we will contact you directly.

We appreciate your assistance in making the iPad great.

**iPad Team
Apple**

The major update that must be implied to iPad is being able to run the iPad as a MacOS. Not only for operating system but for softwares. Also, with a security update, downloading from external browser (not apple store) must be enabled by settings.

my feedback

MOCK WEEK 3

Question 1

1/1 point (graded)

For marketers, a value proposition is understood to be:

- The enterprise's benefits to be received from a product or service
- The customer needs in a particular product category
- Additional needs filled by products which are as yet unknown to consumers
- The bundle of customer benefits to be received from a product or service

Correct Feedback

A value proposition is a set of benefits offered to the customer to solve their problem. It needs to meet the customer requirements and ideally at a better value than that of the competitors.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 3

1/0/0 point (graded)

How can marketers increase net value and encourage consumers to purchase product?

- Reduce perceived risk
- Reduce product price
- Promote the product
- There is nothing marketers can do

Correct Feedback

Remember that to calculate net value, consumers will weigh the product value proposition against its risks. The only way to increase net value is to identify and reduce perceived risks.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 5

1.0/1.0 point (graded)

What is a brand?



- A logo
- Company's name
- Set of values
- All of the above

✓

Correct Feedback

Remember not to confuse a brand name or logo with a 'brand' which lives in the mind of the customer. It's a representation of the set of values that a customer perceives is offered by a particular company.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

5/5 \Rightarrow 1.00

Question 2

1/0/0 point (graded)

The concept of net customer value is:

- The cost of your product divided by the number of competitors
- The difference between all the benefits derived from a total product and all the costs of securing these benefits
- The current cost of a product relative to its normal or average cost
- All the benefits a customer receives from a product

Correct Feedback

The net customer value is the difference between what customers pay to a supplier and the perceived value of the total benefits received. To be successful, marketers need to create higher perceived value than their competitors, or reduce perceived risks.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 4

1/0/0 point (graded)

A value proposition has a number of important constituent elements of value. Which of the following is not a key component of a value proposition?

- Performance value
- Experiential value
- Emotional value
- Physical value

✓

Correct Feedback

The key elements of value include: solution, performance, experience, emotion, and cost.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

WEEK 4 -Design Winning Products and Services

introduction to marketing mix:

Welcome to Week 4! Having explored the broad nature of marketing, the importance of customer focus and developing a clear and meaningful value proposition and brand, we need to now move on to how to deliver the proposition. Let me briefly explain this in the next video.

→ teknif

- satisfy customer needs, deliver value
- promotion, encourage customer
- available to customer and pricing

4P → Price, Place , Promotion, Product

Marketing Mix

Design Winning products:

Let's start this review of the Marketing Mix with product.

The role of marketing is to offer the customer a compelling set of benefits that helps them solve a given problem. If our business is focused on a product, then we need to consider how to design it. As always, the starting point should be the customer.

Core Product & Augmented Product

essential solution
to problem

physical and service
attributes that bring
value to core product.

e.g Heinz Tomato Ketchup

Core Product : Tomato sauce, taste good
↳ Consistent ingredients

Augmented Product : Packaging, distinctive,
recognizable, easy to open
↳ product safety ✨ → information label
↳ Non physical : additional services //

Product Lifecycle:

Sales are slow

initial customers are innovators

it will enter growth

adding services

sales will slow because of competitors,

discounts, upgrading the products.

- Some products stay longer

"FAD" → called not lasting products.

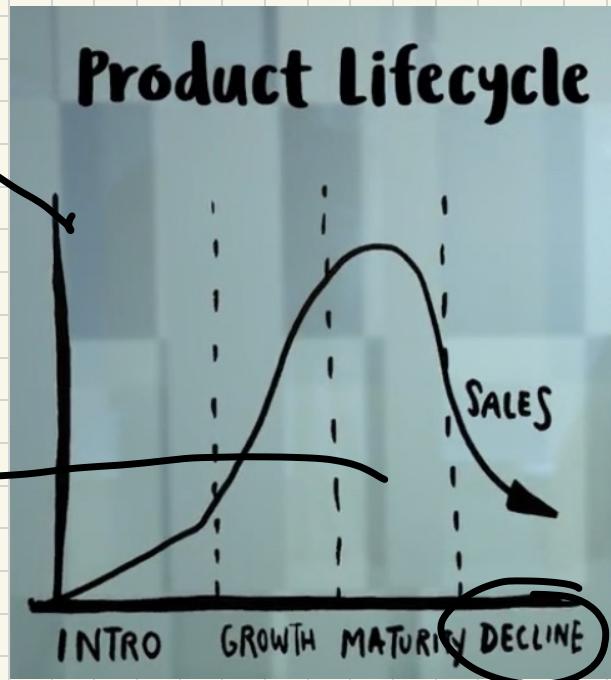


Rewarding innovation

co-creation is very important

CROWD SOURCING → asking community

→ updating design & product is essential.



Unique selling point :

A winning product is characterised by its unique selling point, or USP. USP is a unique product proposition that convinces consumers to purchase the product and to use it. It is directly related to value proposition a firms offers that aims to satisfy the consumers' needs.

Think about products that you use on a daily basis, can you identify their USP? _____

To complete this activity, select the (+) icon and in the pop-up box add the following:

1. In the Title box, enter the name of your product.
2. In the description, briefly summarise the USP of the product(s) you use on a daily basis.
3. Upload a photo you've taken or image of the product downloaded from the internet. You can post as many pictures as you want.

After you upload your image and explanation, don't forget to 'like' and comment on the USP examples shared by your peers.

The screenshot shows a mobile application interface for sharing content. At the top, there are two small circular icons (X and -) and a 'Publish' button with a plus sign. Below this, the title 'Adidas Yeezy Sneakers - Eren Esinler' is displayed. The main image is a white Adidas Yeezy sneaker with black stripes and a red 'SPLY-350' tag. A 'Remove' button is located at the bottom right of the image area. Below the image, there is a text input field with the placeholder 'Add a caption'. Underneath the caption field, a detailed description of the Yeezy sneaker's design and comfort features is provided. At the very bottom, there is a color selection button with a white circle and the word 'White'.

Adidas Yeezy Sneakers - Eren Esinler |

Yeezy sneakers from Adidas are designed with a special insole and outsole called UltraBoost. Its difference from other competitors is that, UltraBoost is the most comfortable insole in the world and its outsole shape makes the sneaker comfortable even in activities, and in daily life. The design of the Yeezy was its unique selling point (USP) and this was the reason that Yeezy was purchased by millions.

White

my answers !

core augmented product:

Every product consists of two key elements: core product and augmented product. Thinking about your chosen B2C firm, and an example of product the firm offers, can you identify core and augmented elements of the product?

Step 1) Take a picture of the product offered by the B2C firm, or find an image and download it from the Internet if you do not have the product to hand.

Step 2) Next, assess the product carefully: What are the core and augmented elements? Make sure to list them out when you upload your picture.

- You should also consider the stages of product lifecycle: Is this product at the introduction stage? Is it at the end of product lifecycle?
- Take a moment to consider how marketers can innovate the product to extend its product lifecycle? Include this feedback in your response.

Step 3) When you finish upload your picture to the Padlet with your responses.

Afterward, explore your peers' examples of core and augmented product and familiarise yourself with different products and the value they offer.

Yeezy Core and Augmented Elements - Eren Esinler

Add a caption

Yeezys, the sneaker that innovated by Kanye West and Adidas, are one of the most sold sneakers worldwide. The core element of the Yeezy is the comfort, it uses brand new UltraBoost insoles and outsoles to provide support and it distinguishes itself from competitors. The augmented element of the Yeezy is the product design. Yeezys are one of the most well designed and interesting looking sneakers. It has lots of lacing options, the outsole is bigger than most sneakers and its materials are different. Also, the colorways and collaborations make the sneaker even more valuable. Right now, the Yeezy lifecycle is came to an end, the sales and the resell prices are decreasing. This is because Kanye West and Adidas partnership ended. Last but not least, if they want to extend the lifecycle of Yeezy, they must make new collaborations and designs.

Purple

11

my answer

Perspectives on product design:

We asked our Edinburgh businesses to comment on the new product/service development process, and to identify any key aspects they wanted to stress.

In this video you will hear from Lucy at Vegware who stresses the importance of authenticity and consistency in product design. Mike at Administrate and Paul at eoSurgical stress the importance of customer feedback in refining winning service ideas.

Carol at Skyscanner (B2B) explains how in the software design process they follow an agile approach. As opposed to the more traditional waterfall approach to product development. The agile method is more iterative and incorporates rapid prototyping to get to solutions more quickly.

→ *değerlendirmeleri hızlı etkili*

Vegware:

- Give people value → do what you say
- Third Party certification
- Environmental aspects, extra services

Administratate:

- Feedback from customers
- Customers forum, creating community

eo Surgical:

- Working with academics

Skyscanner :

- Solve, move, make everything quickly.
- Testing and feedback ⇒ cycle /

Skyscanner's Product



By now you should be very familiar with B2C marketing and the products B2C firms offer to their consumers. Let's check if you can apply this knowledge to B2B firms!

In the previous video, Carol from Skyscanner discussed the firm's approach to product design, however she did not specify their product. Can you map the core and augmented elements of product offered by Skyscanner?

Tip! Check Skyscanner's [website](#) to identify its value proposition.

Once you have identified the core and augmented elements of product, post your findings in the discussion forum and review the other responses. Did anyone identify different core and augmented elements of products from the ones you posted? If so, leave a comment!

Cancel

Create a new post

Question

Discussion

Topic: Let's discuss Skyscanner's product!

Title *

Core and Augmented Elements of Skyscanner

Question *

Core Elements: Finding the cheapest and desired flight easily. Tracking the flights and their prices. Hiring a car easily.

Augmented Elements: Easy to access website. The website layout is great that someone who is new to the website can find his way. Reliable data and information. Its services are great that they can guide the way for a customer.

Post question

Designing winning services

Our focus on the course up to this point has mainly been on products. Let's now consider how services are different to products and how successful marketers go about designing winning services.

- 1) Services are intangible → not physical
- ! 2) can only be delivered if customers is present, available
- ! 3) quality of service can vary each time.
- ! 4) quality of service is difficult to measure.

Marketing ⇒ a promise ⇒ trust

kk Start with customers

customers do not buy features, they buy benefits.

kk Recruit the professionals

→ Employees are service

↳ industrial the services ⇒ for big companies

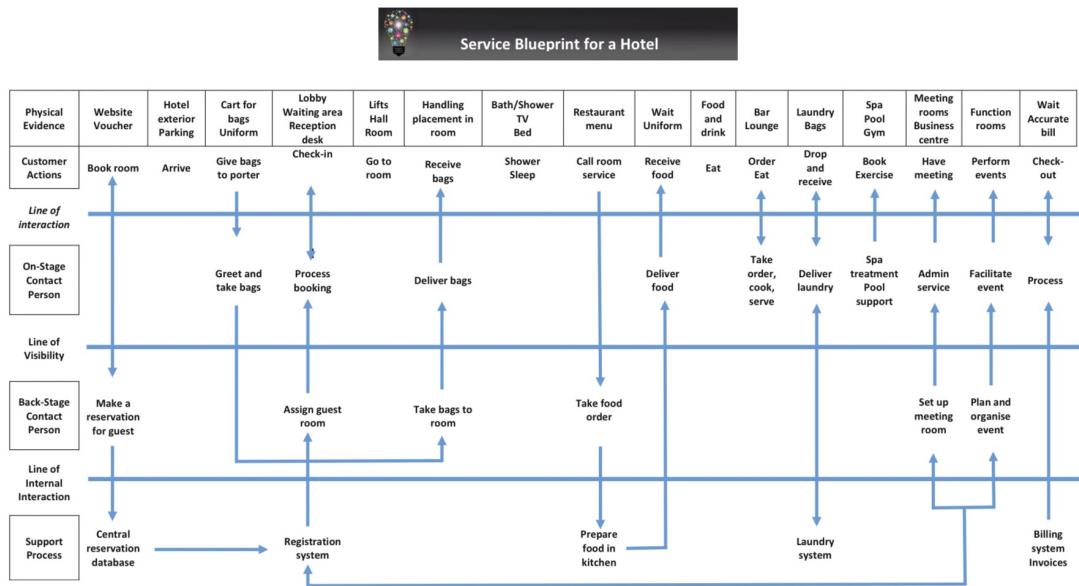
↳ blueprinting ⇒ looking from customer //

↳ designing and re-designing //

Service blueprinting:

In the video on Designing Winning Services, I made mention of blueprinting as a process to help when designing or re-designing services. Blueprinting involves developing a map from the customer's perspective of all the actions that take place to deliver the service - identifying what sales staff need to do, what the support staff need to do, what support processes need to be put in place and also what customers need to do to complete a service exchange.

This is an example of a blueprint for a hotel - showing a fully deconstructed process map of how hotel services are delivered. A hotel could develop and then use such a map to identify where it is succeeding and failing when it comes to delivering the best service to customers.



→ padlet activity

Services differ from products. Services are experienced by consumers. When marketers promote the service, they market a promise of service experience.

Think about your most recent service experience. What was the service promise? Consumers assess service quality based on their evaluation of the extent to which the firm delivers the promise. To deliver high-quality service and fulfil the promise, successful marketers design a service blueprint which maps out all actions that take place to deliver the service as perceived by a consumer.

Step 1) Think about the most recent service experience and write a personal reflection on *if* and *how* the service promised was delivered.

Step 2) Next, identify areas of service provision which can be improved.

- Remember, service quality can be improved! Successful marketers can improve their services by learning from consumer feedback.

Step 3) Post your reflection to the Padlet provided along with your suggestions for improvement.

If you have time, try to design a [service blueprint](#) and map areas which require improvement

X - Publish

Beach Experience, Eren Esinler

Recently, I went to one of the most popular beaches in the country, in Çeşme. I made a reservation 7 days prior and they said I was registered. When I arrived at the beach, they said that they can't see my reservation. But after that, they fixed the problem and I was in. The quality was unbelievable but the food orders were very slow.

To summarize, I think that their reservation system is out of date and must be upgraded. Also, I think they should hire more workers to speed up food orders. Otherwise, their services were great.

Blue

...

my answer

mock week 4 //

Question 1

1.0/1.0 point (graded)

The product consists of:

- Core and embodied product
- Embodied and augmented product
- Augmented and core product
- Premium and embodied product

Correct Feedback

The core product is the essential solution to the problem. The augmented product are physical and service attributes that bring added value to the core product. Both elements make up the product.

[Submit](#) You have used 2 of 2 attempts

Question 3

1.0/1.0 point (graded)

What does USP stand for?

- Unique Sale of Product
- Unique Selling Point
- User Service Provision
- User Sales Point

Correct Feedback

The unique selling point (USP) is a unique product proposition that convinces consumers to purchase the product and to use it. It is directly related to value proposition a firm offers that aims to satisfy the consumers' needs.

[Submit](#) You have used 2 of 2 attempts

Question 2

1.0/1.0 point (graded)

In which of the following stages of the Product Life Cycle do profits peak?

- Introduction
- Growth
- Maturity
- Decline

Correct Feedback

During the introduction stage, there are rather high marketing costs and low profits. In the growth stage the sales start to grow but they reach their peak in the maturity stage. It is crucial to work on improving the product or service in order to stay in the maturity stage for as long as possible before moving to the decline stage.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

5/5 ⇒ 100%.

Question 4

1.0/1.0 point (graded)

In services marketing, the traditional '4 P' marketing mix needs to be expanded to cater for the different characteristics of services. Which three additional elements need to be added to the mix?

- Physical evidence, process and price
- Process, people and promotion
- Physical evidence, people and production
- Physical evidence, process and people



Correct Feedback

The original 4Ps include product, price, promotion and place. The 3Ps to be included for services are physical evidence, process and people.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

Question 5

1.0/1.0 point (graded)

What is a service blueprint?

- A map of how services are delivered
- A map of blue spots indicating service failure
- A blue document used by service staff
- None of the above



Correct Feedback

You might recall our example of a hotel service blueprint. A service blueprint is a detailed map including what actions need to be taken by customers, front-line staff, and support staff, and what systems are there to support the service process.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

Week 5- Introduction to Developing Impactful Communications.

Welcome to Week 5! Last week, we discussed how to design winning products and services which offer great value to customers. This is just the start. We now need to think about how we 'communicate' that value to our target customers to entice them to buy.

→ oklini Gelmez

In this week's session, we will review how the marketing communication process works and the major media choices that marketers have at their disposal - both traditional and also digital sources. We will hear again from our Edinburgh businesses on lessons for effective marketing communications - particularly in terms of digital marketing and use of social media - and we have a case illustration on Gamification. We will also be asking you to upload an example of an impactful marketing campaign from your own country. ↗ adding game mechanics to non games.

Before we continue, watch the following video on developing impactful communications which is a continuation of the marketing mix: promotion.

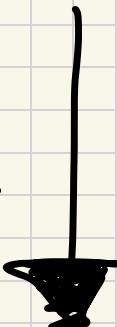
* generate awareness, encourage

→ Message Objective → inform

↳ educate
↳ persuade

→ Encoded or translated

→ Once received, decoding starts



* / Really understandable target audience

* / Direct and indirect communicates are different and effects can vary.

* / Targets only listens the sent messages, they can listen competitors.

* / Communication is two way
↳ push and pull messages.

AIDA

- Awareness
- Interest
- Desire
- Action

} model that marketers need to consider that the consumer will need to go through.

Tools of Communication can be needed in different stages

Advertising ⇒ repeating messages
↳ cheap but not persuasive

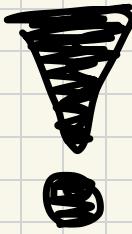
Direct Marketing ⇒ communication can be targeted, customized.

Public Relations ⇒ PR ⇒ news, rather than advertisement, cheap

Promotions ⇒ Effect can be short lived
↳ Quick response

Personal Selling ⇒ mostly on B2B
↳ close customer relationship.

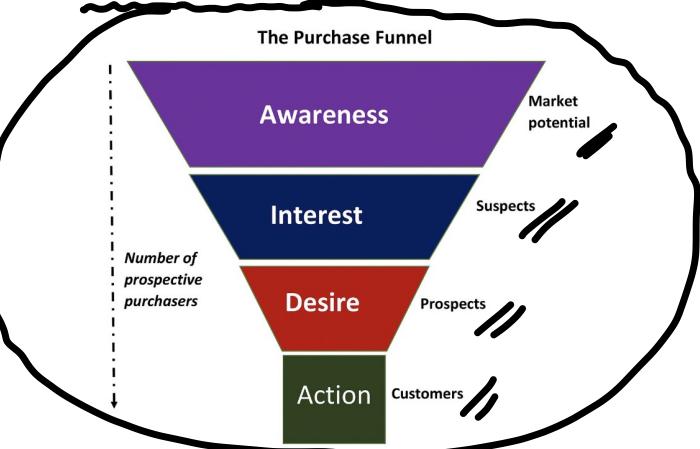
AIDA model



Do you remember your example of B2C firm? If not, you can select new B2C firm for this activity.

In the video, you were introduced to several examples of communication tools marketers can use to communicate with their target consumers. Successful marketers recognise that different communication tools are needed at different stages of the process consumers go through to purchase the product. The AIDA model depicts those stages.

AIDA stands for Awareness, Interest, Desire and Action. In the infographic below you can review all four stages.



[The Purchase Funnel \(2016\) by BronHiggs on Wikimedia Commons, licensed under CC-BY-SA](#)

Using your example of B2C firm, you will investigate communication tools the firm is using to promote its products to target consumers. Can you map the communication tools to the four stages of the model? In the Padlet, post in the stage most relevant to the communication tools your firm uses.

After you are finished, explore the examples posted by your other learners of their AIDA models to learn about the different communication strategies firms adopt.

Awareness

Awareness - Beymen - Eren Esinler

Beymen, in awareness stage, has advertising itself in huge billboards around Turkey. Also, they put slogans into their advertisements and say everyone must keep up the style, we are waiting you at Beymen. So, they are creating awareness on where to buy clothes and which brands people can buy.

0

0

Add comment

Interest

Interest - Beymen - Eren Esinler

Beymen, in interest stage, sends individual private mails for its customers they gave them personalized shopping cart. This makes people desire about these specific products and search through Beymen.

0

0

Add comment

Desire

Desire - Beymen - Eren Esinler

Beymen, in desire stage, they make sales and coupons active for these specific customers who are quite interested in the products. They pull the customers to their shops successfully.

0

0

Add comment

Action

Action - Beymen - Eren Esinler

Beymen, in action stage, add some campaigns when customer buys something and they try to make them buy 2 things. This makes the customer take action and spend more money. Also, they are doing this campaigns both in-store and online.

0

0

Add comment

my answers

communication strategies and value of PR.

In this next video we hear from Alice Thompson at Social Bite, with an excellent example of how Public Relations can be a valuable tool in building awareness of a business. If your company can get a media journalist to publish an impactful story about your business, the feature will come across to consumers as 'news' rather than a sponsored advertisement. PR can be a highly credible medium. It is also very low cost, compared to advertising, but can have a similar reach and impact.

Social Bite PR :

- Loyalty cards at first
- Niche and USP.
- Televised News → Charities
- Events → Awards //

Attracting Big Names to Drive PR:

- do something for greater good, not for your personal benefit.

Public Relations Activity

Public Relations, or PR in short, is a practice that allows firms to deliver information about products or services to the consumers.

As you will recall from our Edinburgh-based case study example, Social Bite found PR to be a very effective communication tool. For this activity, we would like you to discuss PR as a communication tool in the forum below. Your post should address the following questions:

- What are the benefits of PR?
- What are the challenges of using PR?

When discussing PR practices, you can refer to Social Bite as an example, or you can provide an overview of another firm to demonstrate your argument. Please label your post with the name of the firm you use to make it easier for other learners to navigate the forum.

Question

Discussion

Topic: Let's discuss public relations!

Title *

Benefits and Challenges of PR

Discussion *

Benefits of PR: With PR, the firms can maintain a positive reputation for themselves and this can improve their public perception and trust. Also, with effective PR, they can manage and mitigate crisis in their organizations. They can secure media coverage, and they can position themselves in the market.

Risks of PR: Mismanaged PR can lead to negative publicity and this can damage the reputation of the firm. Also, PR activities involve interactions with the media and it is public, so it is very hard to control the narrative. When misused, it can damage the reputation of the damage. Last but not least, the firms will face ethical dilemmas in the PR process.

Post discussion

my answer

communications and media choices

In the previous video, we discussed the meaning of communication. Now let's look at how companies deliver communications to target customers. Pay particular attention to the references to the use of particular appeals in advertising, as we will be asking you later to find and upload examples to illustrate.

Delivering ✨

*Planning communication channels

→ Who? , Which? , Aim? , key Message?

Advertising Appeals

↳ moves people, excite them

Rational Appeals

↳ low cost, what problem product solves

Safety Appeals:

↳ parents with child

Status Appeals:

↳ celebrity, luxury goods, exclusive

→ consistent marketing objective and target.

→ Media used → impact

TV \Rightarrow mass marketing Radio \Rightarrow Limited Audio

Print \Rightarrow highly targeted, expensive, no interaction

Bill-board \Rightarrow close to purchase, outdoor

Internet \Rightarrow + + + +

"Word of Mouth" \Rightarrow social, website, etc...

↳ timing is very important \Rightarrow impactful, integrate

*
Fear & Shock Appeals
Guilt Appeals

what can happen if
consumer continues

impactful appeals in advertising

In the video we explained that successful adverts usually focus on a particular appeal. Some adverts, for example, focus on rational appeals, some on status appeals and others on fear, guilt or shock.

We will now explore advertising appeals. In this activity, we would like to invite you to identify a particular advert in your own country that makes use specifically of "guilt" or "shock" appeals. The advert can appear in a print magazine, as a banner advert on a website, or as an outdoor billboard poster.

Select the (+) icon and in the pop-up box add the following:

1. In the pick a location box enter the name of your city or country, or alternatively drag and drop the pin to your desired location.
2. In the description box, enter your name and a brief explanation of the product/service being advertised. You should also identify what aspect of guilt or shock you feel it is focusing on and why.
3. Don't forget to upload an image, screenshot or link to the advertisement!

After you are done, don't forget to 'like' and comment on your peers' posts and explore their examples of guilt and shock appeals.

X - Publish

G

Guilt & Shock Appealing in Turkey

In my country, the shock and guilt appealing is used for cigarettes, mostly. It is called public announcement and it is often a quick film (1 minutes) to show the effects of the cigarette.

Beytepe, Enpark Konutları, Enpark Konutları, Çankaya/Ankara Yellow

...

my answer

Let's discuss impactful advertising!

By now you should have explored the map to review "shock" and "guilt" appeals used in different countries. Reflecting on the other examples provided, answer the following questions into the discussion forum:

- What appeals did you find particularly persuasive or impactful? Why do you think that is?
- Were there examples you found offensive? If so, why do you think that is?

In the discussion forum, you should reflect on the various advertisements and appeals, as well as any trends or patterns you observed. After you have posted, take time to review other posts in the forum.

Cancel **Create a new post**

Question Discussion

Topic: Let's discuss impactful advertising!

Title *

Impactful Appeals

Discussion *

I think that most impactful appeal type is guilt and shock appeals, it is very persuasive as well. This is because in human nature, people don't want from others to say a bad word to them and pull him out from his comfort. In guilt and shock appeals, the narrator always says bad things to the consumers and the consumers feel bad. This is very impactful.
Also, I found the shock appeals, mostly on cigarettes are sometimes offensive, because of the wording, but it must be like that.

Post discussion

my answer

Communications and the role of social media

We asked Gregor Lawson from Morph Costumes to explain more about his use of digital marketing, which he explained is the core focus of his communication efforts. Here, Gregor explains the role and value of social media to his business.

Role of Social media:

- ↳ awareness is core of marketing //
- ↳ Global awareness is in social media.
- ↳ Low cost ⇒ high quality
- Facebook is the bedrock ⇒ lots of customers
 - ↳ targeting is easy & important
- Instagram and YouTube → for videos /
 - content is important
- Try in social media → easier to monetize
- PR and sampling is hard to do.

Perspectives on Digital Marketing in B2B contexts

We asked Carol (Skyscanner) and Mike (Administristrate) to reflect on their use of digital marketing and the benefits it brings in a B2B context. In these conversations, Carol and Mike particularly stress the value of the data which both arises from digital marketing but can also be used to test and refine marketing messages.

Administristrate:

- Getting a certain level to be talked.
- Relationship with customer in social media.
- Customers have a voice → services
- Feedback // → Solve problems

Social media is a very popular communication tool. It is used by firms to promote their products or service to consumers.

It can be also used by consumers to communicate with firms too. This form of consumer communication with a firm is a valuable source of feedback which firms can use to improve their product or service.

Successful marketers know how to react and respond to consumer feedback, particularly when consumers have a serious issue or are dissatisfied with a product or service the firm offers.

Using your example of B2C firm, or perhaps a service you have recently experienced, can you identify examples of the firm's responses to consumer feedback on social media?

Select three examples and post them on the Padlet. In your post make sure you respond to the following questions:

1. What do you think about the firm's response to its consumer?
 2. Did you like the firm's approach?
 3. Would you suggest a different response?

Beymen Customer Services - Social Media

A month ago, when my online order doesn't shipped on time, I contacted Beymen customer services through twitter. They responded in 5 hours which is very great and they handled the situation very good. 1 day later, they have shipped the order and gave me a coupon code to apologize. I think that their move was great, it was the best.

Yellow



, my answer

Mock Week 5

Question 1

1.0/1.0 point (graded)

Which tool in the marketing communications mix is mass-market oriented?

- Public relations
- Sales promotion
- Advertising
- Direct marketing

Correct Feedback

Advertising allows marketers to reach a large audience at a relatively low cost. It is not personal and may not be as persuasive or credible as other media.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 5

1.0/1.0 point (graded)

Which of the following is **not** a part of online communication tools?

- Social media
- Email
- Public Relations
- Website

Correct Feedback

Public Relations can be valuable for building awareness of a business. It allows firms to deliver information about products or services to the consumers. While it may make use of social media, email campaigns, and website communications, PR is not strictly an online communication tool.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 4

1.0/1.0 point (graded)

Which of the following is a vehicle for coordinating the various tools of marketing communications?

- Personal Selling
- Marketing Communications Mix
- Integrated Marketing Communications
- Customer Service

Correct Feedback

In order to send out a consistent message, marketers integrate all of their communications by coordinating the various channels they use. This is called Integrated Marketing Communications.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

Question 3

1.0/1.0 point (graded)

Which of the following is unpaid consumer-to-consumer communication aimed at product recommendation or review?

- Peer-to-peer marketing
- Word-of-mouth marketing
- Viral marketing
- Direct response marketing

Correct Feedback

Successful marketers have long recognised the influential role that personal recommendations can have on a potential customer, also known as word-of-mouth marketing. It is considered the most credible and trusted form of communication when a customer is considering a new purchase.

[Submit](#)

You have used 2 of 2 attempts

[Show answer](#)

Question 2

1.0/1.0 point (graded)

The advertising messages should emphasize:

- The development of brand image
- A price orientation
- Consumer engagement
- The key features of the product and its associated benefits

Correct Feedback

For highly involved customers, advertising messages should emphasise the key product features and benefits as this allows each brand to differentiate itself from its competitors in that same product category. For example, the consumer already knows they want to buy a pair of running shoes, they run often and have a strong passion for it. That means we do not need to persuade them about running as an activity but we do need to persuade them to buy our brand over that of a competitor.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

5/5 \Rightarrow 100

Week 6 - delivering value and reaping the rewards

Creating value through accessibility:

Welcome to our final week! We have heard now about two important elements of the marketing mix. The marketer first needs to design a winning product or service that solves a customer's problem. The marketer then needs to communicate with prospective customers to convince them that their product or service provides better value than other available options.

→ availability //

The third element we now need to consider is 'accessibility' - this refers to a place where the consumer can obtain the product. This is a key part of product or service value for some customers.

- Acquire product or service conveniently.
 - ↳ Retail store } what customer do?
 - Online
 - Both } ↳ perspective customer
- Luxury ⇒ placed on waitlist may enhance the brand exclusiveness.
- Advices for orders // → Services

Marketing Channels:

- Add value to customer, personalization
- Negotiation for financing.
- Reaching customer

⚠️ Adapt the changing needs → for marketers //

- ↳ pop-up store, etc ...

Franchising:

In the previous video, we briefly touched on franchising. Are you familiar with it? Using your example of B2C firm, can you check if the firm has a franchise option? If not, select another firm that provides franchising opportunities.

Review franchising conditions of the firm and summarise them in a one-page report, which you will upload to the Padlet board. The aim of the report is to make recommendations on whether or not to enter a franchising agreement with the selected firm.

Your report should be structured as follows:

- Executive summary - introduce the report aim as well as summary of your research.
- Advantages of franchise - list benefits deriving from franchising agreements.
- Disadvantages of franchise - identify challenges related to franchise.
- Recommendations - make recommendation whether it is beneficial to enter franchising agreement or not.

Once you have uploaded your report, take time to **review** at least **one other learner's findings**. Post some feedback on their report.

- What sort of advantages/disadvantages did the learner find? Did anything surprise you?
- Would you take up their recommendations on entering a franchising agreement and if so why?

X - Publish

Starbucks Franchising Review

Starbucks provides franchise options for its well-known chain of coffee shops. Franchisees are expected to follow certain guidelines and requirements established by Starbucks.

Starbucks' well-known brand, tested business strategy, extensive training and support, marketing aid, and availability of high-quality items are all advantages for franchisees.

A hefty initial investment, continuous license payments, rigid operational standards, a restricted degree of menu flexibility, and market competitiveness are obstacles.

For success, prospective franchisees should do extensive study, comprehend the franchise agreement, choose desirable sites, give priority to compliance with Starbucks' standards, assess the state of the local market, and concentrate on providing great customer service. For the most recent details, kindly check the franchising terms directly with Starbucks.

my activity

Marketing channels:

In this video, Gregor Lawson from Morph Costumes explains how they make their products available to customers. He refers to a number of channels and stores.

In the next activity, we would like you to imagine you are consulting for Morph Costumes and trying to advise them on the most appropriate mix of online and offline channels they could use in your country to reach consumers. Bear in mind the value proposition and how they are positioned in the market. Assume that they are interested primarily in selling through intermediaries rather than just selling direct.

→ using website ⇒ domains and worldwide
↳ most profit.

→ pop stores ⇒ independent //

You have now heard from Gregor of Morph Costumes and the marketing channels his firm uses to sell their product. In the discussion forum, respond to the following questions:

- In reference to your country, what would you recommend to Morph Costumes as the most appropriate mix of online and offline channels to reach customers? Bear in mind the value proposition and how they are positioned in the market.
- Next, assume that Morph Costumes is interested primarily in selling through intermediaries rather than just selling direct. Which retail outlets would you recommend and why?

Use the discussion forum to share your responses to both questions. Afterward review and comment on at least one other learner's post.

Topic: Let's discuss marketing channels!

Title *

Morph Costumes and the Marketing Channel

Question *

In my opinion, if the Morph Costumes was on my country, their best option will be Instagram. In Turkey, there are lots of Instagram users and Turkish people are very active on social media. Also, they can open pop-up stores, because in Turkey, there is no Halloween and people who want to buy costumes are less, compared to other countries. So, making a pop up store in certain locations make selling easier.

I think that there are certain types of outlets in Turkey which focuses on party items, such as costumes, etc. So, these outlets will be good because the people that go to these outlets are already interested in costumes. |

Post question

→ my answer

introduction to pricing and rewards:

If you can recall the very first video at the start of this course, we talked about how marketing is an exchange between an enterprise and a customer.

So far, we have focused on designing and shaping value propositions to solve the customer's problem. But to complete the exchange, value has to be returned, usually in the form of money. This important stage in marketing is where the customer agrees to reward the enterprise by making a payment in exchange.

In this next video we will explore the main principles and strategies in pricing, and what companies need to consider to arrive at a fair price and reward. We then invite our Edinburgh businesses to comment on aspects of their pricing strategies.

- The exchange // → right & fair price
- important signal of quality
- sometimes very high price will ensure exclusivity.
- Lower prices attract more demand

Setting a Price

Minimum price

cover the cost

Price Ceiling

customer loses interest, high price

Price Skimming !

→ Limited Edition & New ⇒ price reduced over time

Segmented Pricing :

→ Some customers will see more value.
→ Some seat, different prices

Price Bundling

- Bundling range of products & one price.
- Customer additional value.

Freemium Product:

- free product, added premium services with prices
 - ↳ in-game items

Subscription Pricing

- ↳ customer helping the business.

Dynamic Pricing:

- ↳ price vary in different dates.

Edinburgh Perspectives on Pricing:

In this next video we asked three of our Edinburgh businesses - Social Bite, Administrate and eoSurgical - to comment on their pricing practices. The conversations with Alice, Paul and Mike illustrate three different approaches - competitor benchmarking, value-added pricing and subscription pricing.

Practicing Prices:

- ↳ cover the cost and add profit
- ↳ less than competitors.
- "what you willing to pay" ↴
- ↳ Being transparent on pricing ~~//~~
- ↳ Sometimes subscription is better.

Competitor Benchmarking:

When setting their prices, Alice from Social Bite knows who her competitors are, what value proposition they offer, and at what price. Social Bite offers a similar value proposition to their competitors at lower prices to win the consumer.

Competitor benchmarking is a process of comparing the firm and its offering against competitors using a set of selected criteria. For this activity, we ask that you refer to your B2C firm example to conduct competitor benchmarking.

1. Select criteria against which you will compare. This can be the product range (product), communication tools used to promote products (promotion), location where consumers access the product (place), and finally product price (price).
2. Apply the criteria you selected to evaluate if your B2C firm stands out from the competition and wins consumers.
3. Write a short summary on the criteria you used and whether you believe the B2C firm is competitive against its competitors.
4. Finally, share your summary in the forum.

After you have posted, remember to review and comment on the other responses from your learning community.

◀ Competitor benchmarking forum

Discussion



erenesinler
19 seconds ago

0 responses

Mercedes - Eren Esinler

Due to its unwavering dedication to product innovation and cutting-edge technology, particularly in the fields of safety and autonomous driving, Mercedes-Benz remains competitive against rivals like BMW and distinguishes itself as an innovator in the automotive sector. Mercedes further sets itself apart with opulent interior designs, a large selection of vehicles that includes everything from compact cars to high-performance AMG models and opulent SUVs, as well as a global presence that provides accessibility for customers across the world. These elements work together to provide Mercedes-Benz a competitive edge and enduring appeal in the luxury car market.

This post is visible to everyone.

1 Vote

★ Unfollow

Report

→ my answer //

mock 6 -final exam

Question 1

1.0/1.0 point (graded)

In marketing, for an 'exchange' to occur between a seller and buyer:

- The buyer and seller must both have something of value to the other party.
- A set of specific marketing activities must also occur
- A profit-motivated organisation must be involved.
- A complex set of relationships need to exist.



Correct Feedback

Marketing is an exchange between a seller and a buyer, for an exchange to take place both parties have to have something of value to exchange. For example, the seller exchanges a product or a service for money, while the buyer exchanges money to obtain a product or service.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 3

1.0/1.0 point (graded)

What are the key consumer segmentation criteria?

- Demographic segmentation criteria
- Psychographic segmentation criteria
- Behavioural segmentation criteria
- All of the above



Correct Feedback

Marketers can use a number of different criteria to group consumers according to characteristics the consumers share. They can use demographic, psychographic and behavioural criteria to identify common characteristics of consumers.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 5

1.0/1.0 point (graded)

Which of the following does **not** contribute to product value?

- Performance Value
- Experiential Value
- Emotional Value
- Risk Value



Correct Feedback

Risk does not add value, risks reduce perceived value. The purpose of marketing is to reduce perceived risk and highlight performance value, experiential value and/ or emotional value of product or service offered.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 7

1.0/1.0 point (graded)

What is a service blueprint?

- A list of service improvements
- A list of consumer feedback about the service
- A map of all actions that take place to deliver the service
- None of the above



Correct Feedback

Service blueprint is a map which depicts individual elements of service provision and their sequence.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 2

1/1 point (graded)

Which of the following is **not** a benefit of having loyal customers?

- A price premium can be charged in some circumstances
- Loyal customers like cheaper products and services
- Positive referrals can lead to new customers
- Revenue growth



Correct Feedback

There are a number of benefits of having loyal consumers. First, loyal consumers are satisfied with a product or service offered and are willing to recommend it to other prospective consumers – this is free marketing! Loyal consumers are not concerned about product price, they will be willing to pay more to obtain their favourite product or a brand. They will also continue to make a purchase for a long period of time, which will have positive impact on firm profit.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 4

1.0/1.0 point (graded)

Which of the following are key considerations for selecting consumer segment to target?

- The size of the segment in terms of consumer numbers and spending potential
- Value proposition that is best suited to a market segment
- Communication and access channels to reach specific segments in a cost-effective way
- All of the above



Correct Feedback

Marketers may identify various different consumer segments as a result of market segmentation. Their marketing actions should be directed at the sizable consumer group which they can serve best, and with which they can communicate effectively.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 6

1.0/1.0 point (graded)

What are the key elements of product?

- First and second product
- Core and augmented product
- Basic and advanced product
- Essential and additional product



Correct Feedback

Each product consists of core product (basic functional elements of a product) and augmented product (which includes elements such as packaging, brand, or after sale service).

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 8

1.0/1.0 point (graded)

What does 4Ps stand for?

- Product, Price, Place, Promotion
- Package, Price, Place, Promotion
- Product, Price, Plan, Promotion
- Package, Price, Plan, Print



Correct Feedback

Product, Price, Place, Promotion are what we refer to as 4Ps - it's the value proposition firms offer and a basis of marketing activities.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 9

1.0/1.0 point (graded)

Which of the following communication tools allows consumers to communicate with a firm?

- TV advertising
- Printed advertising
- Social media
- PR



Correct Feedback

Unlike any other communication tools, social media allows not only firms to communicate with consumers, but it enables consumers to communicate with firms. For example, consumers may comment on firm's social media post, or provide firm with feedback via social media.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

Question 10

1.0/1.0 point (graded)

Which of the following pricing approaches should a firm offering luxury products adopt?

- Premium pricing
- Freemium pricing
- Subscription pricing
- Dynamic pricing



Correct Feedback

Luxury products are premium products, and hence firms should obtain a premium pricing to determine the product price.

[Submit](#) You have used 2 of 2 attempts

[Show answer](#)

$10/10 \Rightarrow \underline{\underline{.100}}$



Final Tips on Marketing from Edinburgh Businesses

We want to thank you for being on this journey with us through the world of marketing!

In our final discussion, we'd like you to reflect on the "so what?". Take some time to respond to the following questions:

- What has been your greatest insight?
- How will you apply what you've learned in the course?
- And what difference will this make?

Leave us a post, we'd love to hear from you!

Cancel

Create a new post

Question

Discussion

Topic: Let's discuss your greatest insight!

Title *

Insight

Discussion *

The Introduction to Digital Marketing course I took in Edinburgh gave me significant insights into the ever-changing world of online marketing. Understanding the importance of data-driven decision-making in digital marketing tactics has been my greatest revelation. It's been eye-opening to learn how to monitor consumer behavior, track metrics, and use this data to better advertising. I intend to put my acquired knowledge to use by incorporating data-driven approaches into my professional pursuits, such as crafting more targeted social media campaigns or refining website content for improved user engagement. Finally, this training has given me the tools I need to manage the ever-changing digital landscape, and I feel it will make a significant difference in producing more effective and successful marketing results.

Post discussion

We are nearing the end of this introductory course on marketing. Before we finish up, we would like to leave you with a short video on some tips for effective marketing from our Edinburgh business colleagues Mike, Paul, Alice, Gregor, Lucy, Madeline and Carol.

•Final Tips on Marketing:

- Power of Data → Google Analytics //
- ↳ Two versions of website, one is active //
- Consumer changing all the time
- "is it interesting?" → right tone
- Never stop learning.... ↴
- Follow the latest trends.
- Be realistic → Believe in yourself

my
answer//

Congratulations on completing the course!

Well done for all your hard work. We have covered a lot in the last 6 weeks and we hope you've enjoyed learning with us.

↳ week :)

We've looked at a range of useful approaches to marketing and how to set your enterprise apart from competitors. Specifically, we covered key marketing theories and current practice, explored decision-making processes for deciding on new marketing strategies, and delved into how innovation and marketing strategy can contribute to competitive advantage.

You have familiarised yourself with many practical tools to apply marketing to your business or yourself. This knowledge will also benefit you greatly if continuing on to the rest of the Professional Certificate in Digital Marketing Fundamentals.

So, what's next?



The next course in Professional Certificate in Digital Marketing Fundamentals will be Digital Marketing Strategy led by Dr Ewelina Lacka. Whether you're working towards a Professional Certificate or following the audit track, we hope you will continue your journey with us.

On behalf of the course team, well done and we hope to see you soon!

-The Course Team



Now that you've reached the end of the course, if you have not already done so, we ask that you complete a short survey to help the course team better understand the demographics of this learning community. We appreciate your feedback as this will help us to improve future iterations of this course. Thank you!

Please complete the following survey questions.

We thank you for your time spent taking this survey.
Your response has been recorded.

 vrindanarain3 (Staff)
12 hours ago

How do you think companies can effectively cater to the luxury and self-fulfilment needs of affluent consumers while also addressing their more basic needs?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
2 hours ago

It's evident that Mercedes have strategically positioned themselves to cater to a diverse customer base. As you've mentioned BMW as one of their rivals, could you share your thoughts on how BMW compares or competes with Mercedes-Benz in terms of innovation, vehicle range, or market presence?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
2 hours ago

That's great! Glad you learnt a lot. Good luck!

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
2 hours ago

good suggestions! If Morph Costumes were to further expand, how do you think they could adapt their marketing strategy to cater to different regions within Turkey, considering potential variations in consumer preferences and behavior?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
2 hours ago

Great! Thanks. How can firms effectively navigate the challenges of PR to maximize its benefits?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
8 hours ago

Welcome to the course!

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
5 hours ago

how do you think Skyscanner differentiates themselves from other competitors?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
5 hours ago

What other augmented elements do you think they can include?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
5 hours ago

Great thank you for your comment. Any thoughts on cost value?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
5 hours ago

If you had to choose some influencers in the UK which ones would you choose to promote morph costumes?

 0 Votes



 Add a comment

 vrindanarain3 (Staff)
8 hours ago

Thanks for sharing. Hope you enjoy the course!

 0 Votes



 Add a comment

Answers
that
staff
gave
me :)