

UNIVERSITY OF WALES: TRINITY SAINT DAVID

Marketing Fundamentals

Critical analysis and evaluation of Apple's Marketing

Vladislava Markova – ID 1905517

Lecturer: Tushara Balendran

Table of contents

INTRODUCTION	1
TASK 1.....	1
1. Process and stages of marketing including the role of the marketing mix	1
Marketing process.....	1
Situational Analysis	2
Porter's Five Forces	2
SWOT analysis	3
Segmentation, Targeting and Position	4
Marketing Mix	4
Marketing Mix Apple.....	5
2. The role of marketing in creating value for customers	7
Societal marketing.....	7
Branding	7
Ansoff Matrix marketing strategies	8
Usage of relationship marketing by Apple	8
3. Stakeholder engagement and their impact on the marketing activities of the organisation	9
TASK B.....	10
Communication.....	10
Integrated marketing communication	11
RECOMMENDATIONS	12
CONCLUSION.....	13
REFERENCES	14

INTRODUCTION

Evaluation and critical analysis of the core principles of marketing is going to be discussed in this essay. The company selected is the American multinational technology company Apple, which designs and offers consumer electronics, computer software, and online services. Apple is having its headquarters in California, United States. As of 2019 there are more than 137,000 numbers of employees in the company and it serves worldwide.

TASK 1

1. Process and stages of marketing including the role of the marketing mix

Marketing process

Marketing is the process by which companies create value for customers and develop strong customer relationships to capture customer benefit in return (Kotler and et.al, 2018). The main stages in the marketing process are mission statement of the company, situational analysis, objectives, strategy, implementation and control.



Mission statement of the company- company overall goal, company product or service, its market and geographical area of activity.

Situational Analysis - a critical review of a current situation of the company. Internal and external analysis, Strengths, Weaknesses, Opportunities and Threats (SWOT).

Objectives – achieving result that company aims for specific time based on SMART.

Strategy –long term plan to achieve company aims- segmentation, targeting, positioning and marketing mix.

Implementation – process of executing the Marketing strategy by creating specific actions that will ensure that the Marketing objectives are achieved

Control- monitoring and regulating company marketing activities in achieving its strategy (Weller, 2013)

Situational Analysis

Porter's Five Forces

Porters Five Force framework acts as a strategic management tool that aid an organisation to evaluate factors that are prevailing in external environment in order to ensure their strategic edge in respective industrial segment.(Williams, Clark, and Wilfong, 2020).

Apple is facing **strong competitive rivalry** as entity like LG and Samsung continuously engage in the process of competing with Apple product and services. They undertake use of aggressive advertisement and rapid innovation in order to impose strong competition in industrial environment. Furthermore they offer similar product and services in order to fulfil demand of consumers. Disadvantage- that condition easily encourage consumers to switch to other providers (Vlad, 2020).

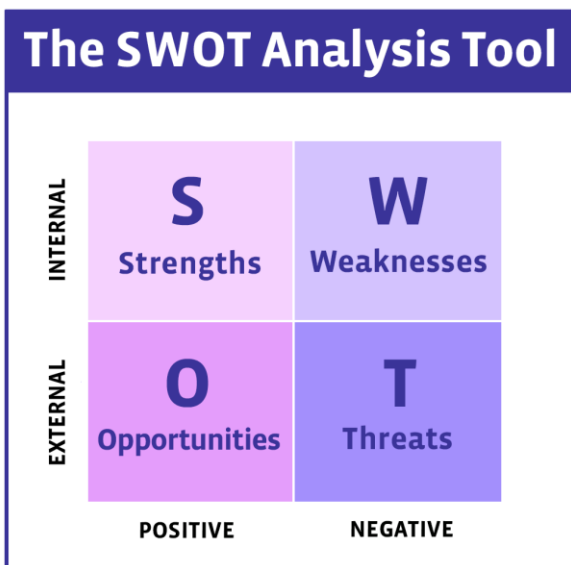
On the other hand **bargaining power of buyers** is a strong force in respective industrial sector that are affecting business operations of Apple. It has been evaluated that from past years Apple ensure success in establishing large base of consumers by offering them innovate products(Su, Johnson and O'Mahony, 2020). Therefore, by offering innovative offerings on continuous basis entity can ensure loyalty of their customers for long period of time reduce bargaining forces of buyers, which is an advantage for the company.

In context with **bargaining power of suppliers** Apple is facing *low force* as this has been evaluated that suppliers in respective industrial sector is having weak bargaining power due to moderate to high number of suppliers in respective industry. Apple has evaluated that respective entity is having option to select its potential suppliers among large number. Further this has been determined that bargaining power of supplier does not pose threat obstacle towards Apple and they can effectively negotiate with suppliers in order to ensure its competition in electronic market industrial sector, which is an advantage for Apple.

However, ***bargaining power of substitution is weak force*** in context with Apple. This is a significant factor that determines substitute product strength in order to attract attention of consumers (Anikin, 2020). This has been identified that due to low performance of substitutes and there low performance develops opportunity for Apple in order to impact significantly upon consumers buying behaviour. Advantage- due to high quality and unique product and services Apple consumers prioritise their perception towards organisational offerings because of their maximum features.

In terms with ***threat of new entrants*** Apple is facing *low* force as in order to establish company in respective industry entity require high cost along with additional cost in order to establish brand recognition. Any new entrance must invest in their personal computing and research and development in order to manufacture distinct product and services. An advantage is that along with this by offering low fixed cost per unit company can encourage large space of consumers. (Ardiansyah, 2020).

SWOT analysis



Source: Google images

Major ***strength*** of Apple is that it is a most valuable brand and reliable in terms with personalized advanced computers and smart technology devices. Along with this proficient research and expansion in services is also main strength of entity. Former significant strengths

for Apple are high profit margin based on premium pricing strategies and successful method of innovation. Whilst **weaknesses** of company are limited promotions and advertisements, along with high priced product. Apple sales mainly limited to the high-end market. This market contains only middle- and higher-class individuals, which is one of the most important disadvantages of the industry. Apple faces intense competition from other brands as LG and Samsung (Smithson, 2019). **Opportunities**- Apple is able to introduce new products to the global market and enhance its growth. In this by taking advantage from **opportunities** like utilising artificial intelligence, qualified professional and expansion in distribution channel Apple can increase their profit margin. This has been evaluated that **threat** for Apple is due to increase in competition, market penetration and aggressive competition.

Segmentation, Targeting and Position

Key segments of apple include **Geographic**- US and international, **Demographic**- gender: Male and Female, age: 18-45 and *Life cycle stage*: Bachelor Stage, Newly Married Couples, Full Nest I Full Nest II, *Income*- High earners; *Occupation*- Students, Professionals, Managers and Executives, **Psychographic**: *Social class*- Middle and Upper class, *Life style*- Resigned, Aspirer, Succeeder and Explore (Dudovskiy, 2019)

The segmentation of **Psychographic** – *Lifestyle*. The group is basically the urban population with adequate purchasing power to afford Apple products. Income becomes associated with lifestyle, and since Apple has medium- to high-income individuals as segments, the lifestyle they are targeting is Modern, young and open mind (Heart of codes, 2018).

Marketing Mix

The marketing mix has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market"(Kotler, 2000) the marketing mix therefore refers to four specific levels of marketing decision-making: product, price, place and promotion (McCarthy, Jeremy 1998)



Product- an item that satisfies the consumer's needs or wants (tangible, intangible);

Price- the amount a customer pays for a product;

Place- company activities providing customer access (distributions, market location)

Promotion- marketing communications (advertising, direct marketing and sales promotion)

Marketing Mix Apple

Product

Apple products are unique, designed after extensive customer reviews. The main company product lines are iMac, iPhone, iPad, iPod, Apple Watch, Apple TV, Digital content, Software, Accessories, Cloud services.

Apple effectively uses product ***differentiation strategy*** to differentiate its products from those of other producers of electronics. High technology, design, simplicity and the sense of luxury are some of the main features integrated in these products. Apple is distinctive because of its generic strategy, For example, Apple targets individuals and business organizations through the Mac Book product line. In this way, the generic strategy of broad differentiation supports the company in maintaining its competitive advantage, leadership, and position as a high-end and high-value technology business (Greenspan, 2019).

Apple product lines are based on product development growth strategy which results in Apple increasingly diversified business focusing on information technology. The design of new products and services has continued to expand Apple's market share and market presence. Its line of products continues to evolve. (Pratap, 2019)

Place

Apple uses a combination of **direct and indirect** channels of distributions. **Direct** channels- by operating in its own stores and company website Apple offering all range of its products.

Indirect channels of Apple distribution- wholesalers, retailers, authorized resellers, third-part net work carriers, which optimize international market reach. According to Greenspan (2019) this marketing mix aspect includes the **selective distribution strategy** selection of appropriate places or locations from which the company can distribute its goods. Apple provides high-quality shopping experience for its products with focus on service and education (Ciofano, 2020).

Apple distributes its products worldwide which is a great advantage for the company.

Price

The price can be set for optimising profitability for each unit sold or from the overall market. (Kotler &Armstrong, 2018)

Pricing strategies are used by Apple- **Premium pricing strategy, Freemium pricing strategy.** The **premium** pricing strategy includes selling products at a premium. A premium is, in principle, a sum that is paid in addition to the normal or standard price. Apple's use of the premium pricing approach in this regard sets high prices for its goods. **Freemium pricing-** this strategy involves the combination of "free" and "premium" pricing into one strategy. Any of Apple's products are free in this freemium pricing case but consumers pay to add additional, advanced, or better features. Marketing mix of Apple is aligned with the premium branding and related product design and development efforts (Greenspan, R.2019).

Price skimming strategy-for its Iphone Apple uses *skimming* strategy. This technique is used when a product is only introduced into the market and is priced at a comparatively high cost due to its unique features, customer benefits or innovative product design (Samarian, 2016).

Advantage of price skimming strategy: high short-term profits according to product uniqueness; Apple uses a **Minimum Advertising Price (MAP)** retail strategy. Minimum advertised pricing policies (MAP) restricted distributors, resellers, from selling the products of a business below a certain minimum price (Moorman. K, 2018).

Promotions

Apple emphasises on Premium brand reputation and premium product quality. In Apple's communications strategies are advertising (Google advertising digital network and business websites), Apple has been using print and media advertising extensively to promote the brand in general and new products in particular. The following is the list of the most memorable print and media advertising campaigns launched by Apple: Personal Selling (in Apple's stores by providing individual information to the customer), Sales Promotion, and Public Relations. Such activities are related to the corporate social responsibility policy of Apple, and the activities of stakeholder management. The company uses such communications tactics to meet this element of the marketing mix, which relates to business needs in reaching more customers across the world (Greenspan, 2019).

2. The role of marketing in creating value for customers

Societal marketing

Societal marketing defined by Kotler (and et. 2020, pp.27, 28), "Marketing strategy should deliver value to customers in a way that maintains or improves both the costumers and society's wellbeing".

Apple leverages Corporate Social Responsibility initiatives and sustainable development.

In 2018 under its internal Giving program, Apples employees contributed in charity donations and donated up to \$10,000 each, the combined donations had a total of more than \$125 million for non-profit organizations across the world. Apple also volunteers at Second Harvest Food Bank in San Jose, California. (Rossignol.J, 2019)

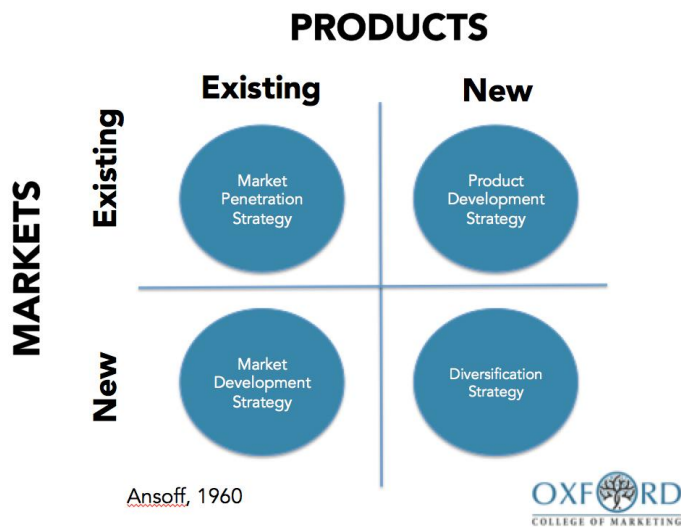
Branding

As per American Marketing Association, branding can be defined as the names, designs, symbols, terms and other features which provide assistance in giving identity to the offerings of the company distinct from the rival firms. The branding strategy enhances the appeal of the company to attract the customers. The Apple brand is based on emotion and experience, which is reflected in the brands core values of imagination, innovation and design -Think different (Steve Jobs 1997) and (Marketing week, 2019)

Ansoff Matrix marketing strategies

Ansoff matrix is a composite of 4 marketing strategies which is being applied by Apple Inc to identify the most suitable marketing strategy (Cleberg, 2019).

Sources: Google images



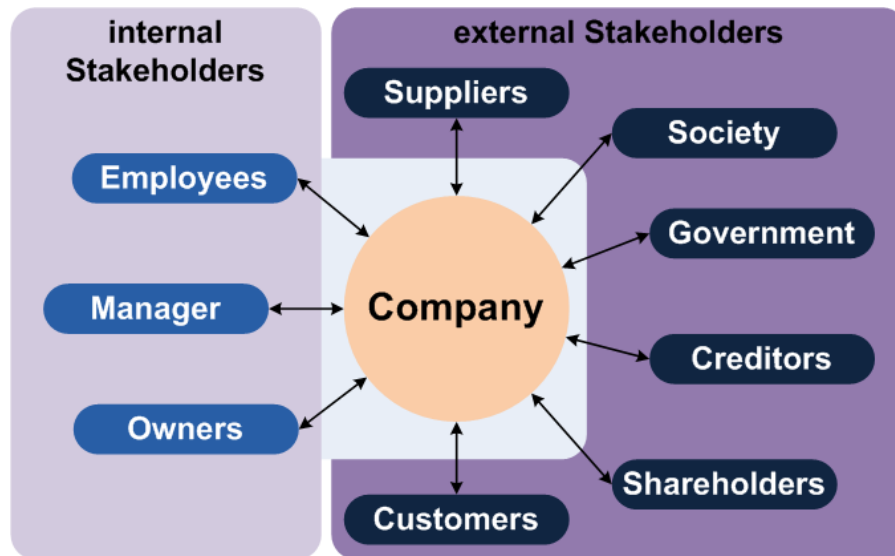
Market penetration implies the launch of existing offerings within existent territories. **Market development** is concerned with launch of existent offerings within new markets. **Product Development** signifies the introduction of new products in existing markets. The

implication of this strategy by Apple would imply enlargement of product portfolio. **Diversification** means the launch of new products into new markets with an aim of inflating the market stature and positioning of Apple. Diversification is the most suitable strategy as it allows the entity to increase its market reach and revenues in rapid course of time.

Usage of relationship marketing by Apple

Apple makes use of relationship marketing (e.g.) in order to create healthy relations with customers and retain them for a long period of time in future context. The aim of Apple Inc associated with relationship marketing is creation of strong as well as emotional customer connection towards the brand as this implies the sustainability of the respective corporation in the long run. (Hagenbuch, D.J. and Mgrdichian, L.M., 2020)

3. Stakeholder engagement and their impact on the marketing activities of the organisation



Source: Google images

Stakeholder can be defined as the individual or group which is affected or affects the strategy and operations of a business. There are two types of stakeholders, internal and external. Internal stakeholders can be defined as the groups that belong within an entity that are impacted by and impact on corporate strategy (Thomson. A, 2017) Instance for internal Apple's stakeholder can be its owners- Arthur Levinson, the chairman of the board of Apple and the single-largest individual shareholder (Edwards, J., 2019). Another example of internal stakeholders are the different type of Apple's employees, Product Manager, Marketing Manager (Apple). They are the second-priority considerations, in the corporate social responsibility approach that Apple takes. Apple and its stakeholders create value for the company. As a result Apples successful growth continues.

Apple effectively communicates with its employees by Employee Emails, Flyers, Web Banners, Web Page, Device Workspace, Newsletters (Employee C. Kit, 2018).

Besides this, **external stakeholders** are the stakeholder groups which belong to the outside of the organisation such as consumers, regulators, investors and suppliers. Apple's **customers** – company target market includes teenagers, professionals, business associates and adults. They

are significant considerations to the corporate social responsibility initiatives of the organisation. Apple emphasizes on customer experience. A consistent Apple experience is provided by every consumer touch point- products, website, advertising, app store, and retail store (Moorman. K, 2018) Apple uses social media to communicate and expand its scope among its consumers by Facebook, Twitter, Instagram and YouTube. On each of these sites the number of followers reflects on the success across the globe. (Pratap, 2019)

External stakeholders with major roles in corporate culture are Apple's supplier **employees**.

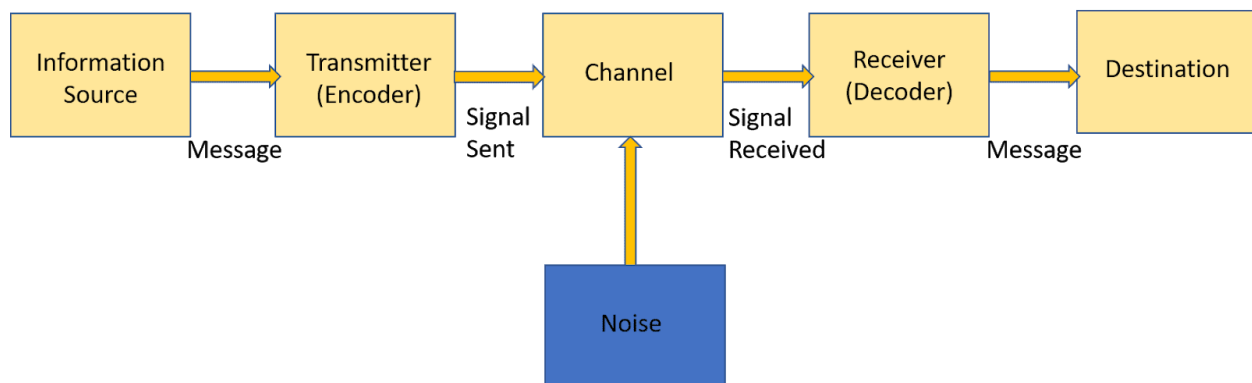
Apple's supply chain is global, 1,049 supplier assessments in 45 countries in 2018. Apple communicates with its stakeholders by creating many effective methods, corporate social responsibility approach that Apple takes which avoiding issues in overall operation of business: "Communicating with weekly reporting; Partnering with management and communicating daily; Receiving feedback through a new complaint system; Having an Apple team onsite within 24 hours; Interviewing worker's daily"(Apple, 2016, Supplier Responsibility Section).

TASK B

Communication

Communication is "all procedures by which one mind may affect another" based on Shannon and Weaver (1964, pp.7). Communication is a process in which there is a sharing of information which is involved.

SHANNON AND WEAVER MODEL OF COMMUNICATION



Source: Google images

Shannon and Weaver's Model of communication is a mathematical theory of communication so that the customers and the employees have a better transparency in the organization. There are information source, encoders, channel, decoders, destination (receivers) and noise included in this model (Management Study Guide, 2015)

Integrated marketing communication



Source: Google images

Integrated Marketing Communication is defined as a process in which entity effectively integrate and co-ordinate many communication channel in order to provide clear message. (Kitchen, P., & Burgmann, I. 2015).

There are a lot of methods which are used by Apple in promoting the products of the company so that the company can make the customers more aware of the changes and the new products which the company has come up with. This has been evaluated that Apple is taking advantage of digital media, social media platforms, direct marketing etc in order to advertise their product and services. Discounts and advertisement are two essential promotional factors to get more profit margins in market.

Discounts

It is after the thanks giving there are discounts like Black Friday sales week which is started in United States for the customers to have a better experience. It is very essential for the company

to provide these factors so that they can have a higher sale in the market. There are special offers which are going to be appreciated by the customers because the prices for the Apple products are priced for the premium customers. Advantages: There are a lot of customers which will purchase products which are priced low which is a great factor for getting revenue for the organization. Disadvantages: The shopkeepers give defected products to the customers in discounts which can make the customers feel cheated and the company will have a bad reputation in the market (Farfan, 2019).

Advertisements

There is a lot of advertisement which Apple is having for themselves on Google, Facebook, television, etc. The company has started printing in the newspapers as well so that the customers who are not socially active can be informed from this factor. The company does not take Pay-per-click (PPC) from Google or Facebook for the advertisement which is a great advantage for advertisement purpose. Advantages: The Company has globalized themselves in the market which is making the company have a great advantage for themselves. Disadvantages: There is a lot of investment which is required by companies so that they can have a better functioning. There can be a wrong impression on the customers of the organization which can be created from the advertisement which is making the company have a great advantage for the organization by adding more revenue (Smith, 2017)

RECOMMENDATIONS

New products in existing markets are also focused on Apple so that they can get a better feedback for the products which the company has come up with which is going to make the improvement process easier for the company. New market with new product is always a great idea for Apple which can make the company have a great advantage for the organization. The products have to be easily available for the customers, the demand for the product is increasing but they are having a very slow processing which is making the customers turn away from the products. The existing and loyal customers of the organization need to be control and maintained in the company by adding new technologies and new invention which the organization can do for the benefit of the customers and a better functioning of the organization.

CONCLUSION

As per the above mentioned essay it has been concluded by identifying micro environmental factors with the use of different model entity is effectively able to ensure its competitive edge. In this marketing play most important role through which company can strengthen their relationship with customers. By taking use of different strategies and models likes SWOT and Ansoff matrix successful completion of goals and objectives. Along with this by engaging stakeholders company can strengthen its organisational structure and can increase its profitability at great extent.

REFERENCES

Ardiansyah, I., 2020. THE APPLICATION OF MENU ENGINEERING TECHNIQUE IN DETERMINING MARKETING STRATEGY AT THE DEN OF KALAH RESTAURANT JAKARTA. *Journal of Business and Entrepreneurship*, 8(1), pp.18-39.

Osakwe, C.N., Palamidovska-Sterjadovska, N., Mihajlov, M. and Ciunova-Shuleska, A., 2020. Brand orientation, brand-building behaviour and brand identity in SMEs: an empirical evaluation. *Marketing Intelligence & Planning*.

Hagenbuch, D.J. and Mgrdichian, L.M., 2020. MINDFUL MARKETING: A STRATEGY-BASED, BRANDED APPROACH FOR ENCOURAGING ETHICAL MARKETING. *Marketing Education Review*, 30(1), pp.15-28.

Williams, T., Pryce, D.K., Clark, T. and Wilfong, H., 2020. The Benefits of Criminal Justice Internships at a Historically Black University: An Analysis of Site Supervisors' Evaluations of Interns' Professional Development. *Journal of Criminal Justice Education*, 31(1), pp.124-140.

Vlad, D.E., 2020. Analysis of consumer behaviour related to social media. In *Concepts of Quality Connected to Social Media and Emotions* (pp. 97-124). Springer Gabler, Wiesbaden.

Anikin, I.Y., 2020. The use of technological cycles in the management of an educational institution by integrating marketing technologies. *International Journal of Learning and Change*, 12(1), pp.25-43.

Steve Jobs, speech 1997," Best marketing strategy ever! Steve Jobs Think different / Crazy ones speech", Apr 21, 2013- available at <https://www.youtube.com/watch?v=keCwRdbwNQY> ; accessed February 2020

P.Kotler, 2019, "Marketing Management", available:

https://books.google.co.uk/books?hl=en&lr=&id=-2hDwAAQBAJ&oi=fnd&pg=PT38&dq=+Marketing+process+definition+Kotler&ots=zesW00EqXT&sig=UG8_h3gHywIVxmTn-9AI8ThcS6w#v=onepage&q=Marketing%20process%20definition%20Kotler&f=false ;accessed March 2020

Kotler, Armstrong, Haris 04-05-2020, eBook, available: <https://www-dawsonera-com.ezproxy.uwtsd.ac.uk/readonline/9781292269603> ; Part1; pp.27, 28; accessed March 2020

Christian Cleberg, 12-13-2019, Strategic Success: The Ansoff Matrix vs. The Balanced Scorecard, University of Nebraska – Lincoln, available at:

<https://digitalcommons.unl.edu/honorstheses/175> ; accessed April 2020

Meyer,P, Jun 2019, “Apple Inc.’s Generic Strategy & Intensive Growth Strategies”, available: <http://panmore.com/apple-inc-generic-strategy-intensive-growth-strategies> ; accessed April 2020

Marketing weekend, “Think different”- available at: <https://www.marketingweek.com/power-apple-brand-positioning/> ; assessed February 2020

Armstrong; P.Kotler; Harker; Brennan, 2018; Marketing: An Introduction, Pearson UK, available :<https://books.google.co.uk/books?hl=en&lr=&id=XAGcDwAAQBAJ&oi=fnd&pg=PT21&dq=Marketing+process&ots=J6ljasHtQ8&sig=e0Z2IJ1fDh9JcBFhPm2DMDKdieg#v=onepage&q=Marketing%20process&f=false> ; accessed March 2020

Dudovskiy, J., April 2019, “Apple Segmentation, Targeting and Positioning”, available: <https://research-methodology.net/apple-segmentation-targeting-and-positioning/>; accessed 14April 2020

Smithson,N., Feb.2019 “Apple Inc. SWOT Analysis & Recommendations”; Business Management; available: <http://panmore.com/apple-inc-swot-analysis-recommendations>

Accessed 01April 2020

Kotler, P., Marketing Management, (Millennium Edition), Custom Edition for University of Phoenix, Prentice Hall, 2000, p. 9.

McCarthy, Jerome E. (2007). *Basic Marketing. A Managerial Approach*. McGraw-Hill Companies

Pratap, A. July 2019.,”GENERIC AND INTENSIVE GROWTH STRATEGIES OF APPLE”, available at <https://notesmatic.com/2017/07/generic-and-intensive-growth-strategies-of-apple/> ; accessed 10April 2020

Roberta Greenspan, 2019, Apple Inc.’s Marketing Mix or 4Ps (An Analysis), Business Management; available at: <http://panmore.com/apple-inc-marketing-mix-4ps>; accessed March 2020

G.Cuofano, 2020 “Apple Distribution: The Apple Store Is Not about Selling iPhones”, available at <https://fourweekmba.com/apple-distribution-strategy/-accessed> April 2020

Vander S et. al. 2012, 'Direct Marketing and Distribution: The Case of Red box', *Journal Of The Academy Of Business Education*, 13, pp. 137-149, Business Source Complete, EBSCOhost, accessed: 06April 2020.

Apple, Target market, available: <https://appleinccasestudy.weebly.com/apples-target-market.html> accessed 20April 2020

Edwards, J. Feb 11, 2019 "The Top 5 Apple Shareholders (AAPL)", available at: <https://www.investopedia.com/articles/markets/120115/top-5-apple-shareholders.asp>, accessed 29April 2020

Wordpress,"How did Apple communicate to these stakeholders?", available: <https://saugustes.wordpress.com/how-did-apple-communicate-to-these-stakeholders/> accessed 30April 2020

Apple, Apple at Work Employee Supplier Apple, Responsibility 2016 Progress Report, availablehttps://www.apple.com/supplier-responsibility/pdf/Apple_SR_2016_Progress_Report.pdf ;accessed April 2020

Thompson. A, Jan. ,2019 Apple Inc. Stakeholders: A CSR Analysis; Business, Management; accessed 03May 2020

Vigneshwar Sankaraan, 2016, " Apple's Pricing Strategies", available at <https://mpk732t22016clusterb.wordpress.com/2016/09/05/apples-pricing-strategies/> ; accessed 20April 2020

Moorman.K,2018, "Why Apple Is Still A Great Marketer And What You Can Learn"-available: <https://www.forbes.com/sites/christinemoorman/2018/01/12/why-apple-is-still-a-great-marketer-and-what-you-can-learn/#719c908915bd> ; accessed 08April 2020

Pratap, A., July 2019, "A fresh look at social media marketing strategy of Apple"; available at: <https://notesmatic.com/2018/09/apple-social-media-marketing-strategy/> ; accessed April 2020

Apple, Apple Jobs, available: <https://www.apple.com/jobs/uk/teams/corporate-functions.html> accessed 02May 2020

Employee Communications Kit, February, 2018, available at: https://www.apple.com/business/docs/resources/Apple_Employee_Communications_Kit.pdf ;accessed 03May 2020

Heart of Codes, 2018, "Positioning of Apple | Apple Segmentation, Targeting and Positioning", available at: heartofcodes.com/positioning-of-apple/

AMA, available: <https://www.ama.org/topics/branding/> ;accessed 14April 2020

Huhn,J, 2019”What is Social Marketing? (With 7 Stellar Examples)”, available at: <https://www.business2community.com/digital-marketing/what-is-social-marketing-with-7-stellar-examples-02236451>; accessed 28April 2020

Rossignol, J, 2019 “Apple's Giving Program Has Raised more Than \$365 Million for Non-Profits around the World”, available at: <https://www.macrumors.com/2019/01/21/apple-has-raised-365-million-for-non-profits/>

Accessed 01May 2020

Weller, J. on Jun 23, 2017,” The Definitive Guide to Strategic Marketing Planning”, available at: <https://www.smartsheet.com/strategic-marketing-processes-and-planning>

Accessed 04April 2020

Alsina, T and et.al. 2018. Targeting customer segments. U.S. Patent 9,881,320.

Fayad, M.E. and Flood, C.A., 2016, December. Using reputation stable analysis patterns as model based software reuse. In 2016 Future Technologies Conference (FTC) (pp. 725-730). IEEE.

Kitchen, P., & Burgmann, I. (2015). "Integrated marketing communications: Making it work at a strategic level". Journal of Business Strategy. 36 (4): 34–39. Doi: 10.1108/JBS-05-2014-0052.

Shannon, C and Weaver, W, 1964 “The Mathematical theory of communication”; The University of Illinois, P.URBANA (pp.7; 8; 9)

Management Study Guide, “Shannon and Weaver Model of Communication”, available: <https://www.managementstudyguide.com/shannon-and-weaver-model-of-communication.htm> accessed 04May 2020

Farfan, B., Dec. 2019; “When Does Apple Have Sales”, available at: <https://www.thebalancesmb.com/apple-deals-promotions-2891801> accessed 02May 2020

Smith, J., 12.06.2017; “Steve Jobs’ Advertising Strategy Is Why Apple Still Tops the Market”, Available <https://observer.com/2017/12/steve-jobs-advertising-strategy-is-why-apple-still-tops-the-market/>; accessed 25April 2020