

**Marketing Management
(LCMB7001)**

Marketing Theories

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Introduction

Marketing theories provide a framework to help organisation meet their objectives. This helps organisations to understand understand their consumers' needs, motivations, and objectives. Marketing helps you design an effective social media strategies.

In this presentation I will explain three Marketing Management theories using organisation, 'Coca Cola' and McDonalds.

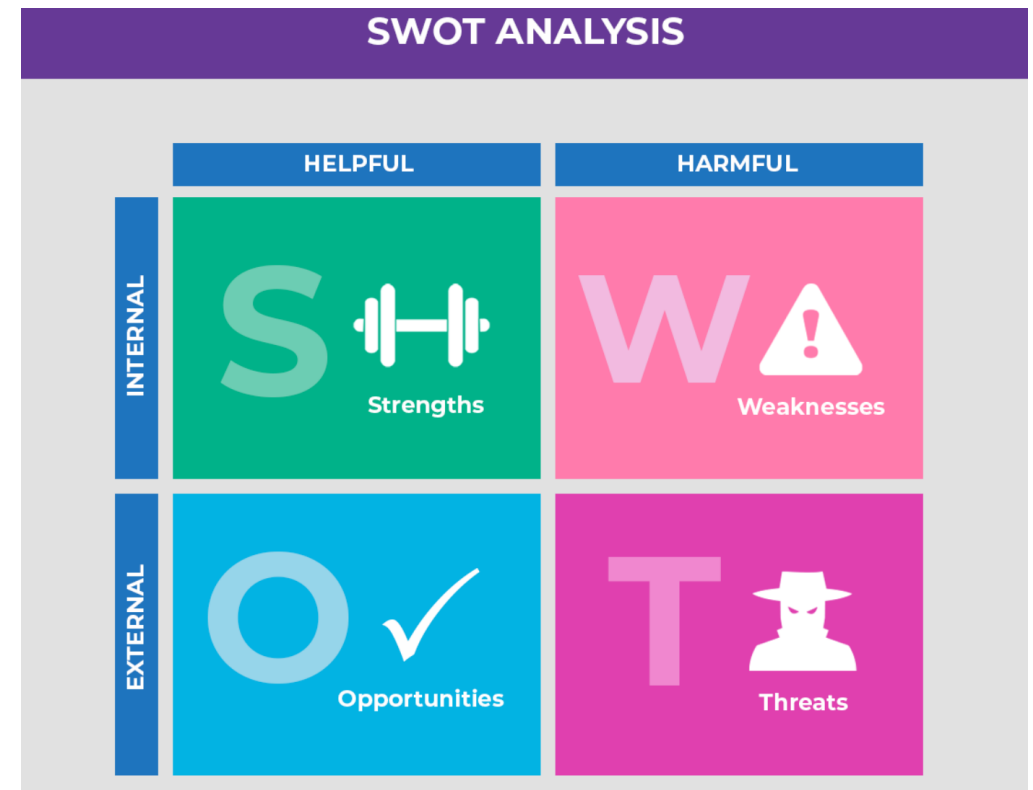


Marketing Theory – Swot Analysis

Strengths, Weaknesses, Opportunities, and Threats is referred to as SWOT.

It is a tool to help identify, assess, and record the internal strengths and weaknesses of a business. These are usually within your control, such as employees and process, and systems. Also, allows you to control any external opportunities or threats that may have an impact on the achievement of your objective.

(Elsevier, 2019)



SWOT Analysis

Strengths: (Internal factor / Positive influence)

Strengths are the internal elements, such as your company's Favorable traits, that offer you an advantage over the competitors.

Weaknesses: (Internal factor / Negative influence)

Your weaknesses are things that may prevent you from accomplishing your goal.

Opportunities: (External factor / Positive influence)

Opportunities are marketing strategies you haven't used yet that help you achieve your goal.

Taking advantage of emerging possibilities and trends has a positive impact on your organisation that will benefit your bottom line.

Threats: (External factors / Negative influence)

Threats are the factors such as economic conditions, change in the law can impact your model or product, new competitor.

Knowing your threats keeps your organisation aware and you can try your look at ways to mitigate theses factors (*Elsevier, 2019*).

SWOT Analysis: Coca-Cola

Strengths:

- Product and the Brand is known worldwide in over 200 countries.
- Coca-Cola brands offer a variety of flavours and diets.
- Cultural Belief.
- Coca Cola Foundation - promote healthy living, new recycling and supports education.
- Distributed worldwide through outlets and vending machines (Kotnal ,2017).

Weaknesses:

- The general public's impression is that it is unhealthy and, if ingested in large amounts, can cause ailments like diabetes.
- Word of mouth - Some Products are not the same taste and not as popular as brand Coca Cola Classic (Kotnal ,2017).

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Strategic Planning & SWOT Analysis

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Abstract

There is no doubt that for an organization to actually remain stable and productive effort should be made to identify what constitute their strength, weakness, opportunities and threat, hence the acronym SWOT. It is the identification and careful analysis that would actually keep every productive organization going. If an organization does not make necessary effort to identify its strength, weakness, opportunities and threat, such organization is bound to fail in area of productivity as such organization will not be stable. This paper however dealt on the actual meaning and what the acronym stands for and its evaluation in two private schools. The paper however identified what constituted strength, weakness, opportunities and threat of the two schools. SWOT analysis however helped one of the two studied to advance in the face of growing challenges thereby leading to its stability and increased productivity.

Keywords: strength, weakness, opportunities, threat, stability, productivity and organization

SWOT Analysis: Coca - Cola

Opportunities

- It should keep capitalizing on and expanding its numerous unpopular brands and goods.
- Its capacity to create new items depending on shifting consumer tastes presents another possibility (Kotnal ,2017).

Threats

- Competition from second leading competitor Pepsi, similar in flavour, ingredients, and price.
- The market's health-consciousness behaviour could impact Coca-Cola (Kotnal ,2017).

Marketing Mix – 4P's

Marketing mix established by Prof. James Culliton in 1948

Marketing Mix helps organization to assess their product and service thoroughly to gain profit, build reputation, be unique in the market, remain in the market for long term, provide quality and meet the needs of your targeted consumers.

The four Ps: Product, Pricing, Placement, and Promotion.

(Goi ,2009).

Marketing mix- 4P's



Marketing Mix – 4P's McDonalds

Product

McDonald's key factors are their products which represent their brand and company reputation.

The company's burgers are its main selling point. However, they are slowly increasing variety of its products.

To increase income and satisfy market demand it is important for fast food places to broaden its product offerings.

Pricing

1. Bundle pricing strategy
2. Psychological pricing strategy

(Meyer, 2022).

BUSINESS, MANAGEMENT

McDonald's Marketing Mix (4Ps) Analysis

UPDATED ON APRIL 27, 2022 BY PAULINE MEYER



A McDonald's in Gdańsk, Poland. McDonald's Corporation uses its marketing mix (4P) to support global growth and maintain its leading position in the fast-food restaurant chain industry. (Photo: Public Domain)

McDonald's Corporation's marketing mix (4Ps) involves approaches that meet business concerns in different markets around the world. The marketing mix defines the strategies and tactics that the fast-food restaurant company uses to reach target customers, in terms of products, place, promotion, and price (the 4Ps). In this business analysis case, McDonald's has corporate standards that its marketing mix applies globally. For example, the company's standards for productivity are implemented in the management of each company-owned and franchised location. McDonald's also applies some variations in its marketing mix to suit the conditions of local or regional markets. For instance, the food service company's promotion strategies and tactics focus on online media in countries where such media are most popular, and prioritize television in other markets.

Marketing Mix – 4P's

McDonalds

Placement

McDonald's distributes its products through various platforms such as;

1. Restaurants (Main)
2. Kiosks
3. McDonald's mobile apps (The demand has increased recently)

Promotion

McDonalds marketing communication highly involves with target customers. The business updates its information to entice customers to buy its fresh food products.

1. Advertising (most significant)
2. Sales promotions
3. Public relations
4. Direct marketing

The STP Marketing Model

According to Phillip Kotler Segmentation, Targeting, positioning (STP) Model, is the essence of strategic marketing (Kalam, 2020).

The STP model allows marketers to priorities propositions in what they want to achieve before moving to the next stage of developing and delivering to a wide audiences. Market segmentation, market targeting, and product positioning make up the three steps of the funnel (Hanlon, 2022).

Market Segmentation

- Identify basis for segmentation
- Determine important characteristics of each market segment



Market Targeting

- Evaluate potential and commercial attractiveness of each segments
- Select one or more segments



Product Positioning

- Develop detailed product positioning for selected segments
- Develop a marketing mix for each selected segment

The STP Marketing Model: Coca-Cola

Coca-Cola have used the STP marketing model to designing its marketing strategies.

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To capture quality and value through better pricing strategy, the corporation need to adds value and quality by segmenting the product, targeting the correct location, and positioning by promotion of its products. The project enables the business to attract and retain customers, maintaining strong profit margins.

(Xiang,2022)

Analysis of Coca-Cola Company's Marketing Model

Mengze Xiang

The STP Marketing Model: Coca Cola

Segmentation

Coca-Cola Corporation considers demographics, product types, consumption locations, and geographic regions. Coca-Cola have used the STP model to assess demographic factors such as, age, sex, income levels, religion, and occupation. I believe this has been a success as their main product Coke taste is unique and enjoyable by all ages. The business has two markets, one to cater for Coca-Cola and second, non-Coca-Cola products based on the sort of Coca-Cola product that consumers frequently buy. Non-cola product sales are doing well as there has been an increase in sale. (Xiang,2022).

Targeting

By the production of diet cola for the population that is concerned about their well being and health, the corporation also targets non-Cola consumers. The Sprite brand caters to younger consumers and young people who attend college (Xiang,2022).

The STP Marketing Model: Coca Cola

Positioning

To position its product Coca-Cola, the organisation use value, symbol, prominent qualities, and competitive positioning technique.

(Xiang,2022).



Conclusion

- The 4 Ps are the foundation of the marketing mix most frequently used by companies nowadays. This framework continues to be used due to its simplicity, there are many marketing textbooks that have been built on it.
- The STP model enables companies to identify its consumer market. Once this is identified they can build marketing strategies to ensure their brand remains sustainable in the market.
- To cope with changes in people, it is suggested companies to use several marketing models to assess its marketing strategies for the best results. I would recommend models such as PESTLE, 7p's of a marketing mix, product life cycle, and Ansoff Matrix.
- Coca Cola conducts a SWOT analysis to identify the opportunities that it can utilize to expand its growth and sales volumes.
- I would recommend both Coca Cola and McDonalds to use the Porter's five forces model which will help to increase more revenue as this model will allow both the organisations to explore further into their buying power in the market.

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Thank You for your time

