

Blogging to communicate

BT Group

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Group Report

Student name : Svetlin Pavlov

Student number : 1814104

Student name : Petar Lambev

Student number : 1813445

Student Name : Penka Petrova

Student number : 1814115

Student Name : Todor Dimitrov

Student number : 1814106

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Introduction

Blogs are generally a very important and tactical communication tool for business holders and therefore it should be use correctly. The design and development of a blog depends on how strongly to create content for it. The content and the quality of the content both are very important for a blog. Blog influences many people about the products and services of a company (Falkheimer and Heide, 2018). However, it also enhances in the growth and development of the company in a better way. The globalisation of the company becomes easier due to the use of effective blogs. The tone of content and the voice used in the blog is very important to run a blog successfully. It is also very important to support the content of the blog with theories and justification to make it work in a better way for the company. It is very important to support the contents with the use of appropriate and relatable theories. In this case, several marketing communication theories are used among which the Kotler and Armstrong's got the most importance (Reuter, 2018).

While making the blog, there are several online and offline sources used to gather information about the subject. The blogs are created based on several scholarly materials, news articles, academic journals, organisational documents and government resources and websites (Armstrong, *et. al.*, 2018). While writing contents for the blogs, it is very important to give credits to the resources. It works as evidence of the work which is quite important for any blog article. For primary source of evidence in this research, the theories of Kotler and Armstrong are used. The referencing system that is used in the blogs and the articles are the Harvard referencing. The knowledge and understanding of the subject is also important to elaborate in order to carry out writing of an article. Ideally, a comprehensive technique is applied for this research. The blog is created based on few academic theories as well (Armstrong, *et. al.*, 2018). The understanding of the subject matter is cleared out in a better

way through this. The theories help in demonstration of the knowledge of the subject by applying the concepts, techniques, models, theories, etc appropriate to the task set.

Kotler and Armstrong Theory

In communication activities, Kotler and Armstrong's theories are very important to discuss. The theory is very important to understand the main motives of the subject in the communication world. While creating the blogs, certain things are evaluated from this topic and used. Marketing communication is pointed out as a complex activity for major companies, as pointed out by many researchers. However, Kotler and Armstrong have given their own theory of marketing communication which makes the thing a little easier to understand (Kotler and Armstrong, 2018). It is very important to understand the marketing mix for understanding the marketing communication, as said by their theory (Falkheimer and Heide, 2018). This theory is a mixture of knowledge about marketing and the crucial elements of communication in business curriculum. It is very important to understand both to understand this theory. The Kotler and Armstrong theory brought out a number of activities that takes place in the organisation to maintain its success and growth. The organisation gets fruitful result by applying these theories. In the book, Kotler, P. & Armstrong G (2008) *Principles of Marketing*, New Jersey: Pearson Prentice Hall, it is pointed out that this theory is based on engagement, strategies and practice in the marketing of products in a company (Kotler and Armstrong, 2018). It strictly follows the marketing communication mix framework.

Kotler *et. al.*, (2006), states that in order to maintain the theory of the evolutionary communication mix in a dynamic framework in the marketing process, it is important to understand the process first. This brings out the best strategies in the business. Their theory even merged with Fill, (2006), where he said that the consequences towards the approach in

the marketing communication mix is to adapted based on the marketing strategy of the company (Chernev, 2018). It is necessary for the company to check the marketing orientation before implementing such marketing strategies in the company. The strategies should be developed based on the demands and needs of the audiences in the company. The 3Ps of marketing is followed strictly as per the theory of the Kotler and Armstrong (Su, *et. al.*, 2019). It also says to focus on the push strategy in the market in wider way. The pull strategy is also used in order to enhance high investment in productive work in the business. The blogs are created based on the articles from this principles and theories on marketing communication. These theories are the main source of information for the blog (Philip, *et. al.*, 2018).

Research design and analysis

The research design and analysis for the blogs are dependent on the online articles and books. There are many open source results in this topic that are used to create contents for the blogs on this topic. The *Principles of Marketing, (Kotler and Armstrong, 2008)* will serve as sources of the theoretical framework for the overall research. The services provided by the research materials in the book are quite acceptable for this research. The research becomes successful with the use of this book. The justification of the research will be done when the theories will be linked to the actual article. Analytical thinking about the subject is very important. The theories should be evaluated in proper way to implement it in the article to explain deeply about the subject of discussion.

Planning and developing the blog post

The blog posts are made based on the marketing campaigns of the company in different ways. The blog posts are evaluated based on several other articles and online resources about the subject. The blogs should be divided in several sections. This will help in better

understanding of the subject. It is very important to plan the outline of the blog long with mentioning the need of the blog. Apart from that, the blogs should be organised in a formal way. Sometimes, less formal blogs also do best in the industry. Blogs give enough knowledge about the subject in context of the situation (Philip, *et. al.*, 2018). This is likely to involve, for instance, the use of real world examples in the blog in context of the topic. Apart from that, there are other cases where the application of a model within an organisation and/or benchmarking one organisation against others based on stated criteria is seen widely. All of these are some of the extraordinary qualities of writing a good blog in context of business or something like marketing. The use of evidences like theories, rules, ethical considerations, mentioning of laws and regulations are also very important (Ellinger, 2018).

Conclusion

The blog is engaging and it has good tone of language and voice. It will create positive impact on the viewers. The blogs are presented in academic format in formal way to ensure the quality of it. The languages used are easy to understand and not much formal. Business activities and theories are mentioned for proper acknowledgement. Other sources that are used in the blog are lecture schedule and the student handbook.

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