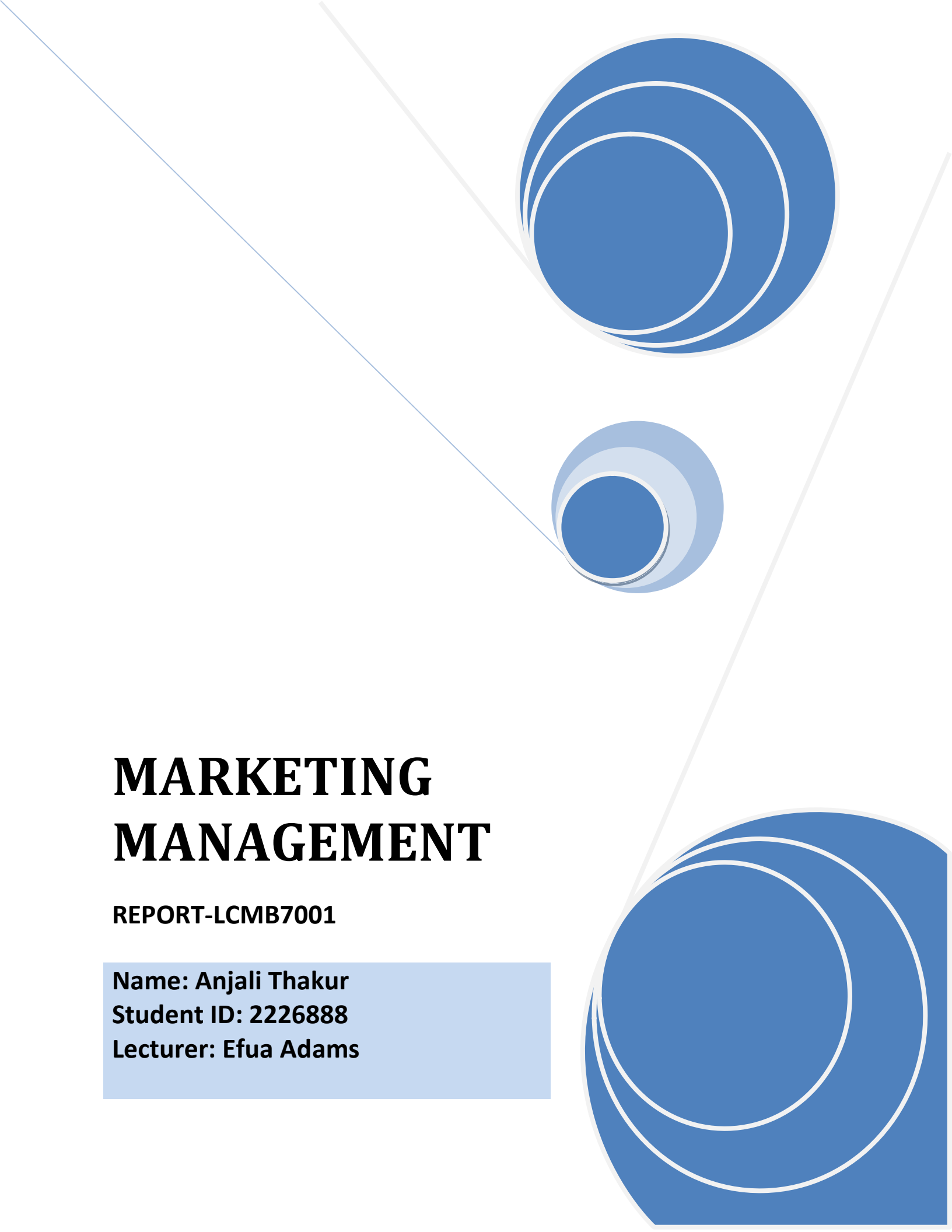


A decorative graphic on the right side of the page. It features three blue circles of different sizes, each with a white outline. The circles are arranged in a vertical line, with the largest at the top, a medium one in the middle, and the smallest at the bottom. Two thin, light blue lines cross the page diagonally, one from the top left to the bottom right, and another from the top right to the bottom left, intersecting near the middle circle.

MARKETING MANAGEMENT

REPORT-LCMB7001

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INTRODUCTION:

Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This definition was put forth by **the American Marketing Association (AMA), 2007**.

There are many authors who have contributed to the definition and understanding of marketing. Here are a few examples:

1. Philip Kotler is often referred to as the "father of modern marketing." In his book "Marketing Management," he defines marketing as "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit." **(Kotler, 2000)**
2. Peter Drucker is another influential marketing author. He defines marketing as "the aim of marketing is to make selling superfluous. The aim is to know and understand the customer so well that the product or service fits him and sells itself." **(Drucker, 1954)**
3. Theodore Levitt is known for his concept of "marketing myopia," which suggests that companies should focus on customer needs and wants rather than on their own products. In his article "Marketing Myopia," he defines marketing as "the process of creating and selling goods or services that satisfy consumers' needs while making a profit." **(Levitt, 1960)**
4. Kotler and Armstrong: In their book "Principles of Marketing," Kotler and Armstrong define marketing as "the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return." **(Kotler and Armstrong, 2012)**

These are just a few examples of the many authors who have contributed to our understanding of marketing. Overall, marketing is a multifaceted field that involves understanding customer needs, creating value, building relationships, and generating profits.

For companies of all kinds and in all sectors, marketing is crucial because it promotes brand recognition, draws in and keeps consumers, and boosts sales and profitability. The ability to better comprehend customers is one of the main benefits of marketing for companies. Businesses can identify their target market, comprehend their requirements and tastes, and adjust their goods and services appropriately by undertaking market research. As a result, companies may be able to foster more solid client connections and boost client loyalty.

Additionally, marketing is essential in assisting companies in setting themselves apart from rivals. Businesses can stick out in a crowded market and draw consumers by creating powerful brand identification and positioning themselves as distinctive and valuable.

However, in this report by considering me as a consultant to a live organization, will identify the marketing activities of the organization also would produce a full account of the marketing activities of the given company and additionally reflect some of the effectiveness of the activities on the organization. Lastly, the report would end up with some suggestions and recommendation on the existing functions, justifying decisions with relevant examples. Below is mentioned a brief introduction to the live organization running in the Birmingham, United Kingdom.

The Midlands Greek & Cypriot Association

The organization was established in 1974 and relocated to the Erdington Community Centre in 1983. In order to assist the Greek and Cypriot population in the Midlands and to advance Hellenic culture there, they provide a variety of facilities, including a typical taverna, banqueting facilities, a Greek school, and an Orthodox church.

A recognized industrial and provident organization in England and Wales is this one. Since they are a non-profit, they rely on donations and voluntary labor to operate the facility. Everyone is accepted at this facility, and they will be welcomed and made to feel at home. Additionally, they have a café offering fresh food as well as a typical Greek restaurant.

The Midlands Greek & Cypriot Association (MGCA) is an organization that represents the interests of Greek and Cypriot communities in the Midlands region of the UK. As a business environment, the MGCA operates in a digital business environment that is increasingly characterized by the age of big data and an information-driven economy.

In this digital business environment, businesses must be able to effectively harness and analyze large volumes of data to gain insights into customer behavior, market trends, and other important factors that can impact their operations. This requires the use of advanced data analytics tools and technologies, as well as a deep understanding of how to leverage this data for competitive advantage.

The age of big data has also created new opportunities for businesses to engage with customers through digital channels such as social media, mobile apps, and e-commerce platforms. The MGCA must be adept at utilizing these channels to reach its target audience and promote its mission.

Moreover, the information-driven economy is one where knowledge and information are key resources for success. The MGCA must ensure that it is constantly gathering and disseminating relevant information to its members, stakeholders, and partners. This can include information on policy changes, market trends, and other factors that could impact the Greek and Cypriot communities in the Midlands.

Lastly, the MGCA must be aware of the external factors that can impact its operations and the wider business environment. The PESTLE analysis framework can be used to evaluate these factors, which include political, economic, social, technological, legal, and environmental factors. By conducting a PESTLE analysis, the MGCA can identify potential threats and opportunities and develop strategies to respond to them effectively.

Overall, the MGCA operates in a dynamic and rapidly changing business environment that requires it to be adaptable, innovative, and proactive in order to achieve its goals and remain relevant to its members and stakeholders.

The concept and importance of marketing: Resources invested in marketing by the organization?

A Target Market and Audience of the Organization

The Midlands Greek & Cypriot Association is an organization that serves the Greek and Cypriot community in the Midlands region of the United Kingdom. Its target market and audience are individuals and families of Greek and Cypriot descent, as well as anyone interested in the culture, language, and traditions of Greece and Cyprus. This includes people who were born and raised in Greece or Cyprus, as well as those who have Greek or Cypriot heritage but were born and raised in other countries.

The Association's events and activities are geared towards individuals of all ages, from young children to seniors. They aim to promote the Greek and Cypriot culture and traditions through various activities, such as dance performances, music, art exhibitions,

and language classes. Additionally, the organization provides a social support network for members of the community, helping them to connect with others who share their cultural heritage and interests.

Overall, the target market and audience of The Midlands Greek & Cypriot Association are individuals and families of Greek and Cypriot descent living in the Midlands region of the UK, as well as anyone interested in learning about the rich culture and traditions of Greece and Cyprus.

The Ultimate Mission of the Organization and Vision to uphold their Brand

The Midlands Greek & Cypriot Association's primary goal is to support and safeguard the traditional heritage of the Greek and Cypriot populations in the Midlands area of the United Kingdom. The organization's goals include uniting people of Greek and Cypriot descent who reside in the Midlands and offering a venue for social, cultural, educational, and charity events that honor their rich heritage, language, customs, and traditions.

The Midlands Greek & Cypriot Association's mission is to maintain its reputation as a thriving, dynamic community that encourages close relationships among its members, supports Greek and Cypriot culture and history, and favorably impacts the larger neighborhood. This is accomplished through a variety of occasions and activities, including displays of traditional dance and singing.

Ways of Communication

Some common methods that the organization uses to communicate with their audiences and ways to request for advertising are:

- **Social Media:** Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn are popular ways to communicate with an audience. Organizations can use these platforms to share news, events, and updates with their followers.
- **Email Marketing:** Organizations can also use email marketing to communicate with their audience. They can send newsletters, event invitations, and updates to their email list.

- **Website:** A website is an essential tool for organizations to communicate with their audience. They can use their website to share information about their organization, upcoming events, and contact information.(www.midlandsgreek.org)
- **Conducting Surveys:** Conducting surveys is a great way for organizations to get feedback from their audience. They can use this feedback to improve their services, events, and communication methods.
- **Advertising:** Organizations can advertise their services and events through various channels such as social media ads, Google ads, and print media. They can also partner with other organizations to reach a wider audience.

The Lack of Finances, Ownership of the building and Lack of staff of the Organization

The Midlands Greek & Cypriot Association is a non-profit organization that aims to promote and preserve the culture and heritage of the Greek and Cypriot community living in the Midlands region of the United Kingdom. However, the organization faces several challenges that hinder its ability to fulfill its mission effectively. In this report, we will examine three major challenges facing the organization: lack of finances, ownership of the building, and lack of staff.

1. **Lack of Finances:** One of the significant challenges that the Midlands Greek & Cypriot Association faces is the lack of finances. The organization relies heavily on donations and grants from various sources to fund its activities, but these sources are not always reliable. The organization struggles to raise sufficient funds to cover its operating expenses, such as rent, utilities, and other overhead costs. This lack of financial stability affects the organization's ability to plan and execute its programs effectively.

To overcome this challenge, the organization needs to develop a sustainable fundraising strategy that focuses on diversifying its revenue sources. This strategy could include organizing fundraising events, launching a membership program, or seeking corporate sponsorships. The organization could also consider exploring government grants and other funding opportunities to support its operations.

2. **Ownership of the Building:** The Midlands Greek & Cypriot Association currently rents its premises, which poses a significant challenge to the organization's long-term sustainability. The

lack of ownership of the building limits the organization's ability to make significant improvements and upgrades to the facility. Additionally, the organization faces the risk of being forced to vacate the premises if the landlord decides not to renew the lease.

To address this challenge, the organization could explore the possibility of purchasing or leasing a more permanent facility. This would provide the organization with greater control over the facility and allow it to make necessary upgrades and improvements. Alternatively, the organization could work with its current landlord to negotiate a long-term lease that provides greater stability and security.

3. Lack of Staff: The Midlands Greek & Cypriot Association operates with a small team of volunteers, which limits its capacity to undertake new projects and initiatives. The organization requires additional staff to manage its programs effectively, promote its activities, and engage with the community.

To overcome this challenge, the organization could consider recruiting volunteers or interns to assist with its programs and administrative tasks. Additionally, the organization could explore hiring a part-time or full-time staff member to support its operations. This would provide the organization with additional resources to execute its programs and increase its impact within the community.

All in all, the Midlands Greek & Cypriot Association faces several challenges that hinder its ability to achieve its mission effectively. The lack of finances, ownership of the building, and lack of staff are significant challenges that require immediate attention. By developing a sustainable fundraising strategy, exploring options for acquiring a permanent facility, and recruiting additional staff, the organization can overcome these challenges and continue to serve the Greek and Cypriot community in the Midlands region.

MATERIAL USED TO CAPTURE AUDIENCE: By considering Market Segmentation, Targeting, Differentiation and Positioning, and the Marketing Mix.

The Midlands Greek & Cypriot Association likely uses a variety of materials to capture their target market, which could include:

1. Social media: The association may use platforms such as Facebook, Twitter, or Instagram to reach out to potential customers. They could use targeted ads, sponsored posts, or regular updates to showcase their events and activities.
2. Email newsletters: The association may send out regular newsletters to their email list, which could include information about upcoming events, cultural news, or member spotlights.
3. Flyers and posters: The association may distribute flyers or put up posters around town to promote their events and activities. This could be especially effective if they target areas with a high concentration of Greek or Cypriot residents.
4. Event sponsorships: The association may sponsor or participate in larger cultural events in the area, which could help them reach a wider audience.

In terms of market segmentation, the association may focus on targeting individuals who have a connection to Greek or Cypriot culture, such as people with Greek or Cypriot heritage or those who have an interest in the food, music, or history of the region.

Their differentiation and positioning could focus on providing a sense of community and connection to Greek and Cypriot culture, as well as offering opportunities to learn and experience the culture through events and activities.

The marketing mix for the association could include:

1. Product: The events and activities that the association offers, which could include cultural celebrations, language classes, or social events.
2. Price: The cost of membership or admission to events.
3. Place: The location of events, as well as where the association distributes their marketing materials.
4. Promotion: The marketing materials and strategies used to reach potential customers, as outlined above.

Overall, the effectiveness of these materials will depend on the specific target market and their preferences for receiving information about cultural events and activities. The association may need to experiment with different approaches and channels to determine what works best for them.

A FULL ACCOUNT OF MARKETING ACTIVITIES WITH **EFFECTIVENESS**

The Midlands Greek & Cypriot Association (MGCA) is a non-profit organization that aims to promote and celebrate Greek and Cypriot culture in the Midlands region of the United Kingdom. The organization was founded in 1976 and has since grown to become one of the largest cultural associations in the region. The MGCA's mission is to promote Greek and Cypriot culture through social and cultural events, educational programs, and community outreach initiatives. This marketing report aims to identify the marketing activities of the MGCA, evaluate their effectiveness, and provide recommendations for future marketing strategies.

- **Marketing Activities**

The MGCA uses a variety of marketing activities to promote its events and initiatives. These include:

1. **Social Media Marketing:** The MGCA has a strong presence on social media platforms like Facebook, Twitter, and Instagram. They use these platforms to promote their events, share photos and videos from past events, and engage with their audience.
2. **Email Marketing:** The MGCA sends out regular newsletters and email updates to its members and subscribers. These emails include information about upcoming events, news about the organization, and other relevant updates.
3. **Event Marketing:** The MGCA promotes its events through a variety of channels, including social media, email marketing, and local newspapers. They also distribute flyers and posters in local businesses and community centers.
4. **Word of Mouth:** The MGCA relies heavily on word-of-mouth marketing to promote its events and initiatives. They encourage members to invite friends and family to events and share information about the organization with their networks.

- **Effectiveness of Marketing Activities**

The MGCA's marketing activities have been effective in promoting its events and initiatives. The organization has a large and active membership base, and its events are well-attended by

members and non-members alike. The following are some examples of the effectiveness of the MGCA's marketing activities:

1. **Social Media Marketing:** The MGCA's social media presence has helped to increase the organization's visibility and reach. Their Facebook page has over 2,000 followers, and they use this platform to promote events, share photos and videos, and engage with their audience. Their Twitter and Instagram pages also have a significant following, and they use these platforms to share news and updates about the organization.
2. **Email Marketing:** The MGCA's email newsletters and updates are well-received by members and subscribers. These emails provide valuable information about upcoming events and initiatives, and they help to keep members engaged and informed.
3. **Event Marketing:** The MGCA's events are well-promoted through a variety of channels, including social media, email marketing, and local newspapers. Their flyers and posters are also effective in reaching members of the local community.
4. **Word of Mouth:** The MGCA's reliance on word-of-mouth marketing has helped to build a strong community around the organization. Members are enthusiastic about sharing information about the organization with their networks, and this has helped to attract new members and attendees to events.

- **Recommendations**

The MGCA has a strong marketing strategy in place, but there are always opportunities for improvement. The following are some recommendations for future marketing strategies:

1. **Increase Engagement on Social Media:** The MGCA should focus on increasing engagement on their social media platforms. This could include creating more interactive content, like polls and quizzes, and responding to comments and messages in a timely manner.
2. **Personalized Email Marketing:** The MGCA could personalize their email newsletters and updates to make them more engaging and relevant to individual members. This could include segmenting their email list by interests or preferences and tailoring content accordingly.
3. **Collaboration with Local Businesses:** The MGCA could collaborate with local businesses and organizations to promote their events and initiatives. For example, they could partner with Greek or Cypriot restaurants to promote cultural events or offer discounts to members.

A MANAGERIAL IMPLICATION ON THE ORGANIZATION'S MARKETING STRATEGY

The Midlands Greek & Cypriot Association (MGCA) is a nonprofit organization that aims to promote the cultural heritage and traditions of the Greek and Cypriot communities in the Midlands region of the UK. In order to achieve its goals, the MGCA needs to have an effective marketing strategy that can reach out to its target audience and create awareness about its activities and events.

One managerial implication for the MGCA's marketing strategy is to leverage the power of social media platforms. Social media has become an essential tool for organizations to engage with their audiences and build brand awareness (Kaplan & Haenlein, 2010). By creating and managing social media accounts on platforms such as Facebook, Twitter, and Instagram, the MGCA can connect with its target audience and share information about its events and activities.

Moreover, the MGCA can use social media to foster community engagement and create a sense of belonging among its members. For example, the organization can encourage its members to share their experiences and stories on social media, which can help to build a stronger sense of community and identity. Additionally, social media can also be used to solicit feedback from members and to gather insights on how the organization can improve its services and activities.

There are several examples of organizations that have successfully used social media to enhance their marketing strategies. For instance, the American Red Cross uses social media to raise awareness about its blood donation drives and disaster relief efforts, while Starbucks leverages social media to engage with its customers and promote its products (Hanna, Rohm, & Crittenden, 2011).

To encapsulate, the MGCA can benefit from incorporating social media into its marketing strategy. By using social media platforms to connect with its audience, foster community engagement, and gather feedback, the MGCA can enhance its brand awareness and create a more engaging and fulfilling experience for its members.

RECOMMENDATIONS

In order to achieve its goals, MGCA has developed a marketing strategy that includes a variety of tactics, such as social media, events, and collaborations with local businesses. Based on this strategy, the following recommendations can be made:

1. Increase the use of social media: While MGCA is already using social media platforms such as Facebook and Twitter, there is room for improvement in terms of content creation and engagement with followers. MGCA should consider posting more regularly and diversifying its content to include photos, videos, and stories that showcase Greek and Cypriot culture. Additionally, MGCA should actively respond to comments and messages from followers, as this can help to build a sense of community and increase engagement.
2. Expand partnerships with local businesses: MGCA has already partnered with some local businesses to promote its events and activities, but there is potential to expand these partnerships further. For example, MGCA could collaborate with Greek and Cypriot restaurants and shops in the Midlands to offer discounts or promotions for MGCA members. This would not only benefit the businesses involved, but also help to raise awareness of MGCA among the wider community.
3. Increase event attendance: MGCA already organizes a variety of events throughout the year, such as dance performances, cultural festivals, and language classes. However, attendance at these events could be increased by improving their promotion and visibility. MGCA should consider advertising its events on local websites and social media pages, as well as distributing flyers and posters in high-traffic areas

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