Centre for Open and Lifelong Learning

Feedback Tutorial Letter

2nd Semester, Year 2021

Specialized and Cause Related Marketing
SCM812D

Assignment 1
Marker/ Tutor: Dr Maxwell Chufama
Dear Student

Thank you for the effort and congratulations on completing Assignment One (1). Your assignment showed good research, you also needed to give more of Namibian examples as requested by the questions. Additionally, provided here are some guidelines on aspects that can help you further on this assignment.

Best of luck in your coming tasks!

Individual Assignment 1

Question 1 (30 marks)
Giving practical Namibian firms’ examples, describe the following marketing variants; name the institution and demonstrate how the variant is being conducted by the institution.

a) Industrial marketing (5 marks)
b) Service marketing (5 marks)
c) Green marketing (5 marks)
d) Sport marketing (5 marks)
e) Social marketing (5 marks)
f) Societal marketing (5 marks)

Question 2 (30 marks)
With the support of appropriate Namibian examples, discuss any six (6) key elements shared by all forms or variants in marketing.
Question 1 (30 marks)
Giving practical Namibian firms’ examples, describe the following marketing variants; name the institution and demonstrate how the variant is being conducted by the institution.

<table>
<thead>
<tr>
<th>(Definition or outline of the term2, explaining the concept2, Example1)</th>
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<tr>
<td><strong>a) Industrial marketing</strong> (5 marks)</td>
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<td>Industrial marketing (or business-to-business marketing) is the marketing of goods and services by one business to another. Industrial goods are those an industry of uses to produce an end product from one or more raw materials. The term, industrial marketing has largely been replaced by the term B2B marketing</td>
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<td><strong>b) Service marketing</strong> (5 marks)</td>
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<td>Services marketing typically refers to both business to consumer (B2C) and business-to-business (B2B) services, and includes marketing of services such as telecommunications services, financial services, all types of hospitality, tourism leisure and entertainment services, car rental services, health care services and professional services and trade services.</td>
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<td><strong>c) Green marketing</strong> (5 marks)</td>
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<td>Green marketing refers to the practice of developing and advertising products based on their real or perceived environmental sustainability. Examples of green marketing include advertising the reduced emissions associated with a product’s manufacturing process, or the use of post-consumer recycled materials for a product's packaging. Some companies also may market themselves as being environmentally-conscious companies by donating a portion of their sales proceeds to environmental initiatives, such as tree planting. When a company’s green marketing activities are not substantiated by significant investments or operational changes, they may be criticized for false or misleading advertising. This practice is also sometimes referred to as greenwashing.</td>
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<td><strong>d) Sport marketing</strong> (5 marks)</td>
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<td>Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a</td>
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service in which the element promoted can be a physical product or a brand name.

e) Social marketing (5 marks)
Social marketing has the primary goal of achieving "common good". Traditional commercial marketing aims are primarily financial, though they can have positive social effects as well. In the context of public health, social marketing would promote general health, raise awareness and induce changes in behaviour. Social marketing has been a large industry for some time now and was originally done with newspapers and billboards, but similar to commercial marketing has adapted to the modern world. The most common use of social marketing in today's society is through social media. However, to see social marketing as only the use of standard commercial marketing practices to achieve non-commercial goals is an oversimplified view.

f) Societal marketing (5 marks)
The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of a target market and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the well-being of both the individual consumer and society in general. Therefore, marketers must endeavor to satisfy the needs and wants of their target markets in ways that preserve and enhance the well-being of consumers and society as a whole. It is closely linked with the principles of corporate social responsibility and of sustainable development.
Question 2 (30 marks)

With the support of appropriate Namibian examples, discuss any six (6) key elements shared by all forms or variants in marketing.

1. A customer orientation

Focus on customer needs and tailored one-to-one treatment, delivered through an integrated system of sales and customer care, products that are tailored to meet the needs from individual customers to corporates.

2. A focus on company's external environment

An external environment is composed of all the outside factors or influences that impact the operation of business. The business must act or react to keep up its flow of operations. The external environment can be broken down into two types: the micro environment and the macro environment.

External environment factors are important because they can cause direct and indirect effects on business operations, personnel and revenue. The external environment of a company changes constantly in ways beyond the company's control, but executives and managers can track these changes and minimize their consequences.

3. The gathering and use of external information, particularly about customers and competitors

Firms can collect and update customer information for CRM purposes and as a need’s analysis indicator. Conducting extensive market research, not only to acquire and analyze customer needs, but to study consumer behavior and other competitors, to remain relevant in the market and apply differentiation offerings, identify gaps and immediately fill those to remain the market leader it currently is.

Competitive intelligence (CI) is the practice of discovering and analyzing useful information about a competitor business. In a sense, CI is akin to scouting an opponent in sports; the goal is
to find out what the competition does well, what it doesn’t, and determine how to use information to your advantage.

4. The development of a product offering aimed at satisfying customers' needs. Product offering can include physical products (goods), services, people, events, ideas, or a mixture of these ingredients

5. Some form of differentiation. Successful marketing for most products requires them to be different in some way from the competition

6. The manipulation of internal variables with the aim of generating customer satisfaction

END OF TUTORIAL FEEDBACK FOR ASSIGNMENT 1