

UNIT 16: Explain the role of marketing and how it interrelates with other functional areas of a travel and tourism organization

UNIT 2: Explain the role of marketing and how it interrelates with other functional areas of an organisation

The role of marketing



Link between business objectives, corporate strategies, and the marketing roles.



Overview of marketing processes that include analysis, strategic planning and the marketing mix

Marketing and Corporate Strategies

Corporate Strategy

Business Unit Strategy

Functional Strategy

Corporate Strategies

- ▶ Vision
- ▶ Corporate Goals
- ▶ Philosophy and Culture

Corporate Strategies;

It does take some thinking to truly figure out what differentiates you as a company and how you're going to talk about it, but it's a problem that is critical to solve.

Because once this is figured out, you can approach all aspects of your business from the perspective of why you do business the way you do it, not just what you are doing. And once you understand the why, you can more easily rally your entire team around that belief, and that's where business changes.

Corporate Strategies;

The numbers show that, regardless of their business focus, companies that believe in what they sell and stand behind their beliefs do better than those that are just average.

Yes, smart business practices are involved, but it's no coincidence that their culture is rooted in the idea that everyone cares about what happens to the company, its customers, and its employees, and everyone believes in the common goal.

Corporate Strategies

Belief in the company and what it stands for must come from the top. It's generally not a ground swell that comes from the middle or bottom and then fires up the CEO. Unless there is a current inhabiting space somewhere in "middle management" you can't have an effect, but if you are working against the CEO, you might have a problem.

"Companies whose culture embraces and encourages purpose and belief in a common goal outperform their counterparts in stock price by a factor of 12." (Heskett and Kotter, 1992)

Corporate Strategies

How do CEOs create an authentic, purpose-driven company — and the marketing that comes with it?

1. Unite behind the vision from the top
2. Hire the right people
3. Work it into the marketing campaigns

Corporate Strategies

If the mission and purpose are clear, finding a way in the hiring process to assess whether the candidates share that mission and purpose is critical. Regardless of how talented someone is, if they aren't on the same page with the company, don't hire them. That person might make lots of widgets, but they will not be a cheerleader for the company and its goals, and worse, could poison those around him or her with that less-than-stellar attitude.

Finding those who are a great fit with your purpose and company mentality gets you more than good widget makers and cheerleaders. People who truly believe become ambassadors – without even trying. They are word-of-mouth marketing for your company and its ideals, management style, and philosophies.

Corporate Strategies

With the purpose and culture set up in the organization, what do you do with it when it comes to the actual marketing programs?

It should seep into every facet of the marketing strategy and tactics. Sometimes it will be applied directly, like sharing the corporate vision and mission on a website. Other times it will be applied indirectly through influencing the feeling a customer gets when he or she walks into your store or speak to a salesperson.

There will not be success if you don't really believe in what you're doing. But rally around a message, vision, mission, and wrap that all together with your corporate goals, and you have powerful, purposeful marketing.

Business Unit Strategies

- ▶ Mission
- ▶ Business Goals
- ▶ Competencies

Business Unit Strategies

If corporate strategy is about determining the optimal allocation of capital across a portfolio of strategic business units, the objective of business unit strategy is to decide how best to deploy that capital to create value.

A business unit only prospers if it can satisfy the changing needs of its chosen customers both more fully and more profitably than its competitors.

Functional Strategies

- ▶ Information Systems
- ▶ Finance
- ▶ Research and Development
- ▶ Manufacturing
- ▶ Human Resources
- ▶ Marketing

The Strategic Marketing Process

1. Planning Phase
2. Marketing Plan
3. Results

Planning Phase

1. Situational (SWOT) Analysis and/or PEST Analysis
2. Market-product focus and goal setting
3. Marketing Program

Marketing Plan

- ▶ Implementation Phase

Results

- ▶ Control Phase

Marketing Mix

- ▶ Product
- ▶ Price
- ▶ Promotion
- ▶ Place

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