Title page

Reflective analysis

**Weekly learning logs**

**Lecture 2**

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| Area |  |
| DESCRIPTION | I learned about the marketing communications process and the method in which message is transmitted  through a proper channel. It explains how technology is used for building interaction with the  consumers such as the use of symbols and semiotics for persuading the audience. Model of figurative  language is used for adding visibility. |
| PROCESS | I learned about the figurative language such as simile, metaphor and allegory for building a strong relationship with the customers. This caused me to challenge my thinking of considering some strong methods for interacting with the audience. My initial reactions to the lecture were of amazement because I explored many new things. |
| IMPLICATIONS  (Academic, personal and/or professional) | I think that the week's learning contributes to my academics and future career because I developed knowledge about the basic concepts and methods of advertisement. The approach of behavioural foundation allowed me to understand the basic elements of business communications and its impact on consumers. I will use these concepts in practice life. |

**Lecture 3**

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| Area |  |
| DESCRIPTION | The lecture provided me with information about the broadcasting media and vehicles used for circulating  content among the audience. The reading provided perspectives on different techniques adopted for  reaching a wider customer base. The lecture provided information about different media channels such as television, satellites and its strategy of targeting the audience. |
| PROCESS | I learned about television programming and its components such as daytime, fringe time and part-time. The media use television audience measurement for assessing the responses of the viewers and the effectiveness of media. The process of measuring television audience challenged my thoughts because I was unaware of this complex method adopted by media for transmitting messages. |
| IMPLICATIONS  (Academic, personal and/or professional) | The week’s learning will contribute to my academics because I will be able to use the concepts for understanding the process in which media attempts to appeal to its audience. The approaches of measuring television audience and viewership will help me in my profession and future career because I would be able to use these concepts for understanding the marketing strategy. |

**Lecture 4**

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| Area |  |
| DESCRIPTION | The week's learning provided information about the latest techniques of marketing such as digital tools  including search engine optimization and social media. These are advanced tools and essential for the  survival of the firms in the modern industry. I learned how digital media technology evolved in recent  years and that survival of the firm is not possible without it. |
| PROCESS | The concept of SEO technology challenged my thoughts because I had a preconceived mindset that television and print are more effective tools of marketing. I learned about the role of digital marketing and its powerful implications on the audience. I also learned about how digital marketing works in the real world. |
| IMPLICATIONS  (Academic, personal and/or professional) | I learned many new things in the week's lecture such as the power of digital marketing and its impacts on improving the firm's visibility among the audience. I think that the knowledge of paid, social and owned platforms will help me in my career because I would be able to choose the right tool for business marketing. |

**Lecture 5**

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| Area |  |
| DESCRIPTION | The week allowed me to obtain knowledge about the media and its convergence. The week discussed  commercial media and its impact on the global world. I learned that media placement has become a  common tool for capturing customers and is adopted by all businesses. This is linked to the basic  foundations of marketing. |
| PROCESS | The topic of intuitiveness of media challenged my thinking because I never knew that this powerful tool can lead to the generation of enormous customer base and profits for the businesses. My learning about the magnitude of technology also allowed me to develop new knowledge. |
| IMPLICATIONS  (Academic, personal and/or professional) | I think that the practical role of media and technologies will help me in academics because I would be able to differentiate between different tools. In the career I would be able to use different methods such as e-mail marketing and digital integration. My familiarity with such tools will broaden my knowledge that I will use at the workplace. |

**Lecture 6**

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| Area |  |
| DESCRIPTION | The week learning provided me with information about digital media and sales promotions. This is linked  to the concepts of marketing and communications. It provided me with the opportunity to develop knowledge  about direct marketing, its objective and creativity. I learned about the strategies of marketing that are  essential for competing with rivals. |
| PROCESS | I learned about crowdsourcing that challenged my thoughts because I had no idea of it. I learned that it is a two-way engagement and one of the powerful techniques for persuading the audience. I also learned about the important steps such as designing the product, offering a story about it. |
| IMPLICATIONS  (Academic, personal and/or professional) | The week’s concepts will help me in my career by allowing me to understand the tactics for creating useful and interactive content. I would be able to realize that the advertisements must be created for increasing viewers and convincing them to buy the products. This would make me better at marketing. |

**Lecture 7**

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| Area |  |
| DESCRIPTION | The week lecture provided me with information about personal selling and relationship marketing,  The success of the firm is dependent on its ability to establishing a long-lasting relationship with the  customer that depends on selling techniques. Person-to-person communications are appropriate for  selling products to clients. The purpose is to improve interaction. |
| PROCESS | I lacked adequate knowledge about marketing before this lecture. It allowed me to understand that the personal selling technique varies according to the type of market because each market is dealing with different customers. The concept of intermediaries challenges my thoughts because I was unaware of the third-party’s role. |
| IMPLICATIONS  (Academic, personal and/or professional) | I think that the lecture opened up many new techniques and concepts that will help me in academics because I will be able to recognize their advantages. I learned about personal selling disadvantages that I will use in the practical field for avoiding negative situations. This will allow me to secure the desired level of the customer base. |

**Lecture 10**

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| Area |  |
| DESCRIPTION | The week's learning provided information about public relations and sponsorship marketing.  It was linked with the foundations of marketing because it covered all aspects of public relations and how  it is used by the companies. The week allowed me to develop my knowledge about sponsorship theories  and their role in firms. |
| PROCESS | I learned that public relations are today crucial for all organizations because it allows them to build a positive relationship with the customers. This process allows companies to remove concerns of clients regarding the company's reputation. This process has also helped companies to build a positive and good reputation among viewers. |
| IMPLICATIONS  (Academic, personal and/or professional) | I believe that the concepts of public relations will help me in my future career because I would be able to take a practical role in building a positive reputation of the company. The concept of marketing PR will be used for generating a larger audience. Different platforms such as press release, product release and sponsor events are effective ways of creating a positive image. |

**Lecture 11**

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| Area |  |
| DESCRIPTION | The week's learning provided me with the opportunity to familiarize myself with the link between advertisers and  clients. I learned that the most important thing to consider in advertisements is customer wants.  Before creating ads or commercials the company must study the preferences of the customers.  This increase the likelihood of products acceptability. |
| PROCESS | I learned about client marketing and creative agency and both concepts were new for me.  I learned that his plans are crucial for setting the targeted customers and creating products with a uniqueness that is capable of influencing buyers. The model of internal agency challenged my thoughts because it explained the need for efficient planning and finances. |
| IMPLICATIONS  (Academic, personal and/or professional) | I believe that the week’s learning will help me in my future career because I would be able to recognize the process of marketing and conducting adequate research for understanding customer preferences. I would be able to prioritize marketing and advertisement goals for addressing the requirements of the clients. |

**Reflective analysis**

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| Area |  |
| REPORTING | I am more interested in the models and theories discussed throughout the session. The three areas that I intend to focus on include; Integrated Marketing Communications model, public relations and crowdsourcing. The model of Integrated Marketing Communications (IMC) focuses on new and advanced methods of communicating with the customers. The model stresses on integrating the promotional tools that help in sharing the message to the customers in the most effective manner. I find this model as one of the most practical methods for generating customer base for the firms. This model stresses enhanced communications that are not limited to traditional platforms. This is one of the most powerful tools that guarantee the generation of potential customers and revenues. Measurable and persuasive brand communication programs are more effective for building adequate appeal for the consumers. Appropriate communication channels are identified that maximize the possibilities of generating revenues.  The model of Public Relations such as Two-Way asymmetry stresses on the need for building a strong interactive relationship with the customers. Because the firm is operating for selling its products to the consumers, it is important to involve them. Scientific persuasion is used for influencing an audience for behaving according to the organizational desires. Different platforms are used for public relations such as press releases, executive statements, sponsor events and product releases. This is a practical model that assists the firm in building a positive public image and avoid a negative reputation.  Crowdsourcing is a collective intelligence tool that stresses on two-way engagement. This model starts with the concept of designing the product and including a story for making it more influential for the viewers. The purpose of adding the story is to establish emotional appeal because it increases the likelihood of building positive appeal among customers. Two-way engagement is a critical strategy that allows the firm to build a long-lasting relationship with the clients. A promotional campaign is also created such as the transformation to eco-friendly clothing. This is a practical tool adopted by firms for reaching a larger number of customers. Similarly, crowdsourcing also emphasizes on using stories that make customers feel connected with the agenda and the product. When they find their relationship with the product they exhibit the likelihood of buying the product. Crowdsourcing is an effective tool adopted for boosting business and revenues. This ensures that the companies tap into the potential customer base.  The selected models can allow a firm to capture a wider audience and develop customer loyalty for the brand. |
| RELATING | Integrated Marketing Communications  The concept of Integrated Marketing Communications Model is linked to my current learning and knowledge because it is recognized as one of the powerful tools of marketing. Although this method requires a lot of efforts in delivering benefits but it is one of the most powerful ways of building strong interaction with the consumers. I learned that IMC is a practical model incorporated for boosting returns and maximizing profits for the business. This model has relevance with my academics and career development because it identifies ways and main aspects for gaining better insights into the buying process. I will use this model in my marketing career for developing customer loyalty an building long-term relationship. Multiple perspectives exist about IMC such as the challenges involve a lot of efforts for building IMC. The model is difficult to implement in firms that are based on rigid organizational structures (Kelly et al., 2010). I think that IMC can be implemented for identifying customer needs and targeting potential customers.  Public Relations  I find public relations as an effective method for developing a positive organizational image that is linked to the purchase attitudes or the consumers. This is an important marketing strategy that can be adopted by forms for overcoming negative media publicity. The model is linked to my knowledge of marketing because it explains how firms can rely on marketing strategies for generating an adequate customer base. The themes of the press release and sponsored events provide information about basic procedures that will help me in my marketing career to maximize customers. There are multiple perspectives about PR such as experts states that it is not important for clearing the company's image when they face negative media advertisements. I think that companies must invest in PR for building a positive public image.  Crowdsourcing  The model of crowdsourcing is linked to my learning of marketing because it recognizes two-way engagement as an effective strategy for reaching customers. This model will help me in my marketing career because I would be able to adopt it for developing a two-way relationship with the clients. This is an effective method for generating a wider audience and I would be familiar with ways of creating positive interaction. There are multiple perspectives such as the procedures of building two-way interaction demands huge investments. I think that Crowdsourcing can be used in the best interest of the organization by identifying the most cost-effective methods for building connectivity between organization and consumers. |
| REASONING | I was able to apply the concept of IMC model by integrating campaigns for the customers. During my marketing internship, I managed to use the model of IMC by creating a strong emotional appeal for the customers. I was part of the selling team has a goal of convincing customers to buy eco-friendly jeans. I used the social media platform for sharing the word with the audience. This allowed me to realize how a company can develop a positive relationship with the customers. This strategy allowed me to sell 500 jeans in two weeks. I learned through my personal experience that IMC is a powerful tool for capturing the consumer. I now understand that it is important for the marketer to convey the message to the consumer inappropriate manner. By taking feedbacks the customers feel that they are part of the organization and increase possibilities of buying.  I managed to use the model of public relations when a faulty product was affecting the reputation of the company negatively. As a member of the marketing team I had to devise a strategy for responding to the customers for removing the negative image. The most appropriate strategy that I considered at the moment was to release a statement and apologize for the defects. The statement was shared across social media channel. I realized that the strategy worked well because it made the audience realize that the company has accepted its mistake and is willing to take action for avoiding such issues in the future. The event changed my understanding of PR because I gained full knowledge about how it works and can be used in the best interest of the company (Londhe, 2014).  I applied the model of crowdsourcing for building appeal among the buyers. The best strategy that I adopted was to create a story and present it inappropriate manner. This allowed me to persuade the audience. The story said, "everyone is the part of the change, so buy eco-friendly jeans for saving the planet". This allowed me to build better insights and gain a complete understanding of how crowdsourcing works. The process revealed that connecting the audience emotionally with the product increase their likelihood of buying that product. |
| RECONSTRUCTING | The three models allowed me to develop adequate knowledge about marketing and communications strategies that will help me in my academics and professional career. Application of these models in different scenarios has allowed me to gain better insights on how marketing works in a practical work environment. I think that I would be able to use these concepts in my marketing career. I would be able to identify the right marketing tool by considering the nature of the market and product. I believe that the application of these three models has made me self-sufficient to understanding how marketing dynamics work (Išoraitė, 2016).  I think that I can make my knowledge of marketing more useful by considering ways that will maximize the possibilities of attaining better results. Similarly, the more than one model can be adopted for building a positive and long-lasting relationship with the customers. It is also important to consider the benefits and disadvantages of each model and how they can be used after minimizing adverse outcomes.  I believe that there is a need for working on how digital tools are more cost-effective because the firm's ultimate goal is to maximize profits and minimize costs. I think social media platform is a practical tool that allows firms to save costs. This is also one of the most common and easiest platforms that provide increased opportunities to interact with consumers. I think work is needed to be done for minimizing the prospects of negative impact on the firm-consumer relationship.  I think that I need to develop adequate marketing and communication skills for becoming a successful marketer. I still think that I need to build an understanding of how the three models can be integrated for attaining maximum benefit and returns. By developing marketing communication skills I would be able to transmit the right message to the audience in a more appropriate manner. This would improve my performance as a marketer and provide me with better opportunities for finding a job in a well-reputed organization. I also need to develop competency for understanding the needs of consumers and using social media platforms for building positive appeal. |

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