Unit 2 IP

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**Part 1: Revised Marketing Plan**

**Mission**

           The potential mission for future MedEd/CHC is to develop the prospect of change in case of medical education. Proper consideration of innovation and determination is essential to enhance the learning of students.

**Critical Analysis/SWOT**

**Strengths**

·        Advance technology

·        Good reputation

·        Experienced workforce

**Weaknesses**

·        Losing customers who have no proper facility of technology

**Opportunities**

·        Enhance the approach of offered services for potential customers

·        The proper implication of the online business model

**Threats**

·        The increasing trend of e-business model

·        Competition

**Target Market Sought**

           It is critical for the management of the organization to develop a marketing plan by targeting the potential market. Comprehensive analysis of the market situation is a critical step to proper vital practical measures according to the actual needs of the market. Future of the company relies on suitable practical measures according to the actual changing requirements of the market. The organization must have the target of potential clients who have easy access to the internet. When it comes to the target market for the company, then all medical-related professionals and students are potential customers. The organization needs to expand its services in the form of technological advancement to ensure easy accessibility of products for targeted customers.

**Desired Value Proposition(s)/University Brand Image(s)**

           The main aim of the development of the value proposition is to ensure the proper delivery of the value and ensure effective communication (Osterwalder, Pigneur, Bernarda, & Smith, 2014). The approach of the value proposition for the future business model for the organization is to enhance our experience and expertise in case of multiple therapeutic domains. There is a need for adopting a suitable business model to ensure long-term partnership with our stakeholders.

**Marketing Mix Specifics**

           Identification of particular marketing mix specifics is also essential to define the particular direction for the value proposition of the company. The prospect of marketing mix specifics can be observed in different practical forms. It is important to ensure easy purchasing of product for the customers through the approach of technology. The facet of competitive prices is another significant aspect of consideration to achieve better forms of the value proposition. The objectives of the value proposition can never be achieved without assuring the availability of high-quality products for the customers (Huang & Sarigöllü, 2014). Detailed analysis of the marketing mix specifics makes it easy to adopt the most accurate marketing tool. The particular approach of neuromarketing is considered as the option of marketing technique by the management but later this idea was rejected due to different controversies and complications. Consideration of different functional paradigms to assess different brain responses involves different ethical concerns (Morin, 2011). It is viable for the management to adopt the most flexible tools of marketing to attract customers.

**Part 2: Plan about Online Communication Strategies**

**Value Proposition(s)/University Brand Image(s)**

           Detailed understanding of the value proposition for the organization is also essential to develop a suitable marketing plan concerning the main idea of online communication strategies. Consideration of different relevant aspects helps to determine the suitable connection between the value proposition of the organization and the communication techniques. The specific value proposition of the company linked with the development of a future business model. It is defined as the development of multiple therapeutic areas through the practical approach of expanded expertise and experience. The value proposition for the company is to invest our expertise in case of various therapeutic areas by enhancing our experience in three continents and enhance the commitment level towards the facet of long-term partnerships.

**Explanation of University Web Pages**

           There is a need to have a proper and clear direction when it comes to suitable content of university web pages. The web pages of the university need to be a clear forum of information for all the relevant shareholders who are associated with medical learning. The web pages of the university have to be a clear source of important information about the different features of the product. Different available aspects can be used in case of the web page to deliver proper information about the product to the potential customers. Selection of appropriate content of university web page is an essential step to develop an influential marketing approach and offer better communication strategies (Dick, Carey, & Carey, 2005). Different options can be used to make it easy for the customers to access valuable content about the product and services provided by the university. Adoption of specific principles is essential to ensure good web design according to the actual marketing requirements of the company.

           Consideration of the headline, background copy, layout are some prominent options to achieve the useful approach of the web page in case of a university. Adoption of the strategy of the headline is a beneficial practical step to provide active updates to the potential shareholders. The revised content of the headlines makes it easy for potential customers to figure out the recent development in business. It is essential for the content department of the organization to ensure the authenticity of the entire content and make it easy for the target customers to learn about the available products and services offered by the university. Background copy is another significant aspect of the web page that allows successful delivery of the actual content to the target market. Selection of appropriate background copy helps people to recognize the actual products and facilities offered by the organization. The layout is another feature of the web site that can be utilized to successfully illustrate the actual content of the organization. The marketing department needs to use the platform of the layout to convey the basic business message to the target customers which attracts them towards the organization’s product (Glover, Tsioutsiouliklis, Lawrence, Pennock, & Flake, 2002). Consideration of website layout is critical because it defines the actual structure of the university’s website concisely. Adoption of eye-catching title and different images is a critical step to attract potential customers towards the products and services offered by the university. Combination of different aspects of webpage helps management to convey their basic ideas about the product to the customers most suitably and conveniently.

**The connection between University Web Pages and Value Propositions/Brand Image(s)**

           The platform of the university web page can significantly use to efficiently meet the domain of value proposition set for the organization. The content display on the web pages needs to be an absolute representation of the actual operations and services of the business organization. The prospect of web pages can also be assistive in case of our organization to meet the standard of the value proposition. The content presented in the form of headlines and blogs can be helpful for potential customers in three different continents to understand the actual functions of the organization (Ballantyne, Frow, Varey, & Payne, 2011). The content on website pages is the opportunity for the targeted customers to figure out how to easily to get a specific medical product through the facility of a few clicks. The growing usability of the website pages among the medical stakeholders can be useful for the organization to sell product by utilizing the feature of the value proposition.

**The approach of Online Communication**

           Online communication is defined as one of the strongest media of business marketing. Today, many business organizations are greatly interested to enhance their approach of online communication to develop a better relationship with their potential customers around the globe. When it comes to the paradigm of online communication than there are many different available options (Eyrich, Padman, & Sweetser, 2008). It is the responsibility of the marketing department of the company to adopt the most appropriate approach to convey their business message to the customers effectively and efficiently. It is noteworthy to mention that multiple forms of online communication can be used to enhance the facet of business connection with the target market.

           Today, social media is characterized as one of the most influential medium of online communication to increase the domain of business marketing. It uses the tools to access potential customers and attracts them towards the product. The channel of social media as online communication can also be viable for our organization to meet desired outcomes. Knowledge about the product can be shared online and customers can get a quick response to their quarries. Quick customer access to information about new products is significantly possible through the medium of social media as a powerful mode of online communication (Baruah, 2012). It is also a great opportunity for our organization to utilize the source of social media as online communication and deliver a message about the product to as many people as possible. It is one feasible idea of communication because it is cost and time effective.

**The connection between Online Communication and Value Propositions/Brand Image(s)**

           The approach of social media as the feature of online communication can also be effective to meet the objectives set for the spectrum of the value proposition. The target of the enhanced value proposition can be easily achieved through the delivery of product information. The platform of social media can be used by the organization to identify why customers might be interested to buy the product from you (Vukasovič, 2013). It is the platform to explore customer’s expectations about the new products and services. The views from potential customers can be used as a great source of knowledge to improve the product according to the actual requirements of the target market.

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