



Syllabus of Module

7. Modern Trends in Marketing

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Module Annotation

Working in marketing is time and resource intensive. The biggest challenge is to properly understand what we are selling, why and who our customers are so that we can use this knowledge to develop a marketing plan to reach our target audience and successfully implement this plan not only towards our customers but also within our organisation.

To make sure our investments in reaching our customers are effective, we need to focus on making sure that our customers benefit the most, followed by us. Everything we do in marketing has to sell. Whether that be through advertising campaigns, giveaways, pricing that is right, a well chosen location for the business or a well-trained staff.

The use of modern trends and technologies will ensure the brand an influx of new customers who are no longer able or willing to use traditional, from their point of view outdated communication channels and prefer modern or even nascent ways of marketing tools.

Module Objective

The needs that customers want to satisfy by buying a product or service are constant in the long run. What changes are customer attitudes, preferences and behaviour. They change not only for individuals but for entire groups. The technologies that enter into the process of need identification, information seeking, information evaluation and customer buying behaviour are changing. Over time, the sources of information that customers use to make decisions about where to make their purchases are changing. Marketers must be able to respond to these changes and use change and technology to their advantage.

The module objective is to explain the basic principles and approaches to brand, product, focusing on the recipient of marketing messages and its link to sales, with an emphasis on the use of modern trends in technology and communication.

Literature

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