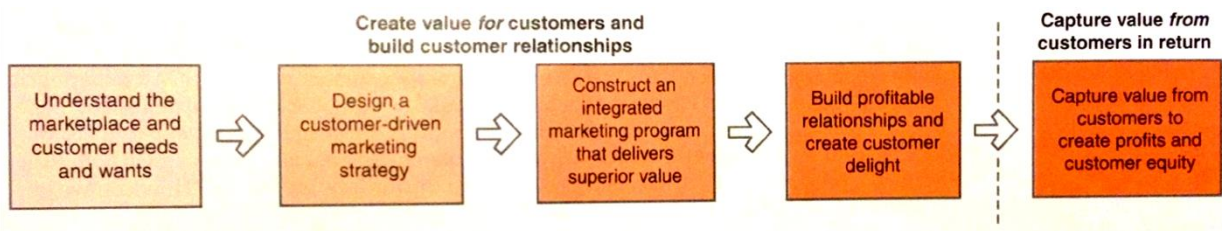


Class Activity:	Marketing I – Topic 1								
Student Name:									15
Student Number:	D	H	M						

1. Briefly explain the five (5) steps of the 'Marketing Process' and link of the images below to the correct step.



A	 <p>Marketing Pillars</p> <table border="1"> <thead> <tr> <th>VALUE</th> <th>VARIETY</th> <th>FAVOURITES</th> <th>TRUST</th> </tr> </thead> <tbody> <tr> <td>Objective: Drive sales by demonstrating great value</td> <td>Objective: Drive sales by announcing new product news</td> <td>Objective: Drive brand affinity</td> <td>Objective: Drive brand trust</td> </tr> <tr> <td>Role for communications: Reward people with great value products and promotions</td> <td>Role for communications: Stimulate people with exciting new product news</td> <td>Role for communications: Remind people why they once fell in love with McDonald's</td> <td>Role for communications: Delighten people with stories about our food and behaviour</td> </tr> </tbody> </table>			VALUE	VARIETY	FAVOURITES	TRUST	Objective: Drive sales by demonstrating great value	Objective: Drive sales by announcing new product news	Objective: Drive brand affinity	Objective: Drive brand trust	Role for communications: Reward people with great value products and promotions	Role for communications: Stimulate people with exciting new product news	Role for communications: Remind people why they once fell in love with McDonald's	Role for communications: Delighten people with stories about our food and behaviour
VALUE	VARIETY	FAVOURITES	TRUST												
Objective: Drive sales by demonstrating great value	Objective: Drive sales by announcing new product news	Objective: Drive brand affinity	Objective: Drive brand trust												
Role for communications: Reward people with great value products and promotions	Role for communications: Stimulate people with exciting new product news	Role for communications: Remind people why they once fell in love with McDonald's	Role for communications: Delighten people with stories about our food and behaviour												
B															

C

Customer experience management

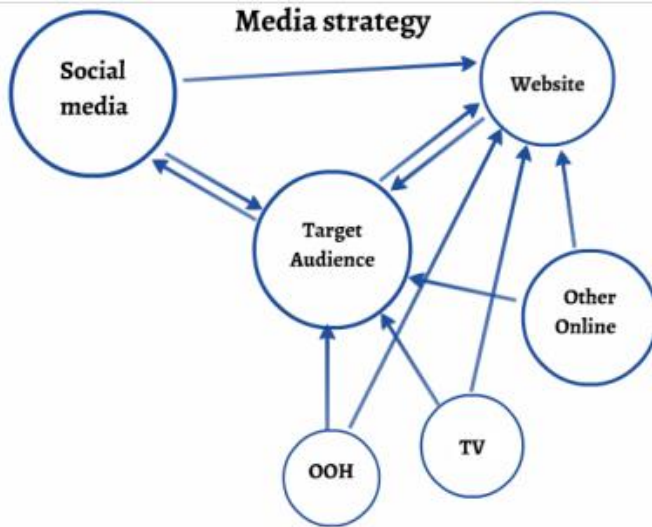
Successful customer experience management requires a 360-degree view of customers, with integrated, up-to-date data on customer accounts.

Here are four critical steps:

- 1 Understand your customers
- 2 Create a customer journey map
- 3 Develop an emotional connection to your brand
- 4 Capture customer feedback to track customer satisfaction

ILLUSTRATION: C/POTARE/GETTY IMAGES ©2018 TECHTARGET. ALL RIGHTS RESERVED TechTarget

D



E

MCDONALD'S FAT PROFITS

WE ALL KNOW MCDONALD'S IS BIG, BUT DID YOU KNOW IT MAKES MORE IN A YEAR THAN THE WHOLE STATE OF VERMONT?

<p>\$28.1bn McDonald's earnings in 2015</p>	<p>\$27.77bn Vermont's economy in the same year</p>	<p>70m Daily customers</p> <p>1.8m Employees</p>																		
<p>2.36bn Hamburgers served annually</p>	<p>3.28bn lbs of potatoes used annually</p>	<p>MCDONALD'S IS WORTH MORE THAN THE NEXT NINE BIGGEST FAST FOOD BRANDS COMBINED</p> <table border="1"> <tr><td>McDonald's</td><td>\$6.7bn</td></tr> <tr><td>Starbucks</td><td>\$5.8bn</td></tr> <tr><td>Subway</td><td>\$2.7bn</td></tr> <tr><td>KFC</td><td>\$1.5bn</td></tr> <tr><td>Pizza Hut</td><td>\$1.5bn</td></tr> <tr><td>Chipotle</td><td>\$1.4bn</td></tr> <tr><td>Tim Hortons</td><td>\$4bn</td></tr> <tr><td>Wendy's</td><td>\$3.7bn</td></tr> <tr><td>Burger King</td><td>\$2.7bn</td></tr> </table>	McDonald's	\$6.7bn	Starbucks	\$5.8bn	Subway	\$2.7bn	KFC	\$1.5bn	Pizza Hut	\$1.5bn	Chipotle	\$1.4bn	Tim Hortons	\$4bn	Wendy's	\$3.7bn	Burger King	\$2.7bn
McDonald's	\$6.7bn																			
Starbucks	\$5.8bn																			
Subway	\$2.7bn																			
KFC	\$1.5bn																			
Pizza Hut	\$1.5bn																			
Chipotle	\$1.4bn																			
Tim Hortons	\$4bn																			
Wendy's	\$3.7bn																			
Burger King	\$2.7bn																			

Source: Company Announcements

Submission date

08/07/2021