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| Week 8  Some have claimed that social media is the wave of the future and in reality, it is. Consumers are spending more of their time on their phones on their social accounts, instead of glued to a television set. So, marketers have to meet the customers on the channels that the customers are most likely going to be on, so social media is the latest item on the menu.  Consider: Burger King, KFC, Olive Garden, and Chick-Fil-A.   * Pick one of the above brands and determine two social media platforms that you think this business should be utilizing. Then discuss why do you think they should be using these two platforms and how the selected platforms aligns with the current target market for that brand? * Using the same brand and social media sites you discussed in the above bullet, would you use your two select sites to inform, educate, engage, or entertain your target market? Why have you chosen this particular marketing strategy for your sites? Why do you think it will be effective in turning your social media followers into customers? |

week 9

* [1](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888346_1&message_id=_75419236_1)
* [2](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888346_1&message_id=_75419236_1)
* [3](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888346_1&message_id=_75419236_1)
* [4](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888346_1&message_id=_75419236_1)
* [5](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888346_1&message_id=_75419236_1)

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|  | In today’s society, the competition is rampant. Consumers literally have hundreds of places to purchase from, thanks in large part to the internet. If a person does not like the offerings in their area, they just have to hop online and can order from literally anywhere in the world now. So, with so much competition, businesses really have to pour the money into creating loyal customers. The idea of creating loyal customers is called Customer Relationship Management.   * Think of Wal-Mart, Dunkin Donuts, Starbucks, and Wal-Greens. Pick one of these businesses and assess their customer relationship management (CRM) strategy. How does the business measure quality? How does the business measure customer satisfaction? What do you think the business can do in order to improve their CRM strategy? * Using the same business, you identified in the above bullet, how exactly are they going about creating customer loyalty? What strategies are they using? How effective do you think their current strategy is at creating and maintaining their customer’s loyalty? If you could change one items about their loyalty program what would it be? |

Bottom of Form

Week 10

Consider the following restaurants: Pizza Hut, Popeyes, and Taco Bell.

When conducting a review on any business, the first thing that needs to completed is a SWOT Analysis (strengths, weaknesses, opportunities and threats). This analysis helps a business know where they excel at and where they need to work at, as well as, what they can take advantage of out in the environment, as well as threats they need to prepare for.

* Select one of the brands and conduct a SWOT Analysis on it. Include at least 2 strengths, 2 weaknesses, 2 opportunities, and 2 threats and **discuss why you labeled each as you did**.
* Based upon your SWOT Analysis created in the previous bullet, create and suggest two (2) strategic marketing recommendations for this business based upon your reflection/analysis and the information that you have gained throughout the course? How did you arrive at these recommendations?