Response to Questions

Name

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 Date

**5.1.** Social-media marketing may originally seem like it is the only preserve used by B2C (business to consumer) marketers. However, certain research on B2B social-media marketing conducted by Omobono, B2B marketers can benefit from social media, and it is basically the most efficient medium for marketing. The research also shows that 79-percent of people believe that social media is the most efficient marketing tool. Social media platforms, such as YouTube, Instagram and Facebook deliver more value when compared to traditional channels, including online-display marketing and search marketing. Social media has become the major cause of the increase of conscious capitalism. This, for instance, makes organizations to be more socially-responsible and conscious of their activities. This is because they have to be conscious of their online activities to create a positive reputation (Boone & Kurtz, 2013).

**5.2.** Kristi Rogers talks about how the use of advanced mathematics in advertising would fundamentally modify the manner in which people and products interact, as well as the interaction between people and brands. Through this, marketing managers can improve the ROI (return on investment) of marketing expenditures on all forms of marketing communications. This can be achieved through using advertising strategies that are not random or bombarding, and marketing products that are genuine and relevant to the audience. This strategy affects the decisions of organizations, in that they become socially responsible and effective in the market (Borghesi, Houston & Naranjo, 2014).

**6.1** Multichannel distribution entails the use of 2 or more types of distribution channels by businesses. Using many channels allows for the reaching of more target-market segments. Additionally, consumers always anticipate the availability of products through many channels. Finally, this ensures higher revenues because customers can access products from an alternative channel. This method is however challenging because it is complex, faces the risk of confusing pricing strategies, and faces possibility of channel conflict. To minimize the possibility of channel conflict, marketers can choose the suitable channels and also invest in a platform known as multi-channel integration.

**6.2** There are 4 generally-recognized broad types of intermediaries, namely: distributors, agents, retailers, and wholesalers. Intermediaries ensure that companies are able to provide end users with their products without having to retain the entire supply chain. For large businesses, the agents/ brokers and the end users are indispensable. This is because agents play a huge role in representing the producers to the end users and the perception of the end users towards a product matters; since it determines the sales. For small businesses, the wholesalers really matter because they supply the products in bulk. Additional marketing channel options can assist in reaching more consumers in the market (Boone & Kurtz, 2013).

**7.1** The opportunities associated with global marketing include a wider market reach and broad customer base. It opens up new opportunities for businesses, enhances brand reputation, and establishes new relationships that benefit them. The challenges of international marketing include identifying the correct market needs, identifying reliable partners, cultural and communication barriers, as well as the constraints of time and distance. International marketing for me will open new opportunities for a business, new business connections, and reach a wider market and customer base; hence heightened revenue generation (Paliwoda & Thomas, 2013).

**7.2** Conscious capitalism and fair trade are two very important concepts in business. Fair trade assists small scale producers get a fair trading conditions in the market, hence ensuring producers from developing nations receive higher prices with respect to the exporters. This way, conscious capitalism is promoted through the regulation of the market conditions for the interest of every stakeholder. The implementation of fair trade can be challenging in developing countries due to limited information or bad governance (Aburdene, 2005).

**8.1** Conscious capitalism is a very popular practice by the Southwest Airlines. The company asserts that its success has mainly been realized through treating people equally without discrimination. The company takes into account the welfare of all of its stakeholders as it goes on with its operations. The company has basically adopted a triple-bottom line approach which considers the company’s performance and productivity, addresses the needs of people and communities very importantly, as well as showing utmost commitment to efficiency and the environment. Basically, the company has fuel-efficiency initiatives in order to minimize environmental impact. The company also creates a conducive environment for the employees, customers and the entire community (Borghesi, Houston & Naranjo, 2014). The company employees are given various opportunities to grow and push the brand forward.

**8.2** The PDI (power distance index) is a degree used in measuring the power as well as wealth distribution among individuals within an enterprise, a culture, or even a nation. If a country’s HDI is high, it means that there exists a very powerful authority hierarchy. If am the designer and leader of a market entry strategy to a country with a high PDI, I would first consider the culture of that country in terms of business operations. Secondly, would look into power relationships in the country, because they can have a huge effect business negotiations. Lastly, I would consider other challenges that may face the business in regard to the high PDI (Paliwoda & Thomas, 2013.

**References**

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