

Good example of thomas green case study essay

[Business](#), [Company](#)



Introduction

Marketing scenario and marketing research are somewhat important from the viewpoint of an organization, as it is the only thing that has a direct impact over the financial as well as strategic position of an entity. Every organization in the world is now focusing on their marketing department and function to flourish their economic growth and make the things in the favor of the company (Du Plessis, Strydom & Jooste, 2012).

Proper communication among the employees and the management is more than necessary to make the organization as a place wherein people can share their thoughts and knowledge accordingly for the sake of the entity. Without proper communication, no entity can compete with the other organization because the current world is an evidence of globalization and technology. The main theme of this paper revolves around the marketing professionals and their workings, and how they can enhance the productivity of the company. There is a case attached with the assignment that needed to be read accordingly to answer some of the major questions.

Analysis & Findings

There are six different questions that needed to be cover in this particular analysis, and all of these questions are essential and effective, and all of the questions revolve around the attached case study

- In this particular question, it is required to analyze the core difference among the working and expectations of Green and Davis. As per the case study, Thomas Green was the senior market specialist of the company, and he was in the working of providing the marketing function to the company by

making and devising strong marketing based strategies. Davis was expecting from Green that they have the guts to make effective strategies for the marketing functions of the company, but unfortunately Green was unable to provide the most accurate solutions in terms of market for the company.

From the case study, it is found that Green was totally in the emphasizing on the system of maintaining sales record. Though, it was a good idea to expand network but emphasizing it more than the actual enhancement in the marketing function was not at all a wise decision for the company, as well as for Thomas Green in particular, and that was the actual conflict among Davis and Thomas

- Davis and McDonalds were the two individuals who are management officials of the company, and were very much concerned with the current situation, as well as the future consequences of the company. In this answer, it is required to jot down the agenda of Davis and McDonalds. The agenda of Davis and McDonalds were similar, as both of them were very much concerned over the position of the company, and both of them would like to retain the things in an effective manner. Davis and McDonalds are in the favor of strengthen their core function and operations of their employees and try to influence them accordingly to play their part in the productivity of the company in a more dominant and effective manner. Unfortunately, both of them were not satisfied with the performance of Thomas Green, as against them he was not delivering as per the expectation, and Green should be dismissing from the company.

- Every employee of the company is essential for their productivity and growth, and every employee want to be treated in an effective and

organized manner. This particular strategy is the one that empowers the employee to give their hundred percent efforts for the sake of the productivity of the company. There are three different professionals found in the company that have been defined in the case study, which are Thomas Green (Senior market Specialist), Frank Davis (Marketing Director) and McDonalds (Division Vice President). All of them would like to be treated in a perfect manner, and they always want their employees and workers to appreciate their works in an effective and organized manner. Green want that he was to treated in a manner that his senior like Davis would appreciates their working and his devotion for the company, but unfortunately, Davis was not in the mood to appreciate him for his hard work.

- Leadership and management have somewhat different personalities with similar powers, however the utilization of the power on the right time is more than essential for them. In this part, it is required to answer that which personal bases of power were used by Davis and McDonalds. Davis and McDonalds are in the upper management position, which are not happy with the performance of Thomas Green. The power bases of influence and pressurize have been used by these two individuals against Thomas Green, and the strategy was right because the working of Green was not in the favor of the company, but he was only trying to satisfy their own needs of doing work in the company and passing the time.

- There are certain models and theories that could be used and implemented on the organizations, and it is equally applicable on the organizations.

Among these models there is a one with the name of French and Raven's

personal basis. According to them, organizations should empower their employees to raise their issues and problems before the management of the company, and should inform them accordingly about the problems they are facing. If the same strategy can be applied over the case of the company, then the working of Thomas Green can be directed and improved accordingly, and in the favor of the company.

- There is one thing that was abused completely in the case study that was originally defined by French and Raven in their study. It was relating to Green performance, because Davis and McDonalds were not defined about the basic work and job description of the individual. Green was designated as the senior marketing official, but the actual job description was not defined and clear to him, and that was the serious abuse and breach of the law of French and Raven, which was not at all treated in an effective and organized manner.

Conclusion

References

Du Plessis, P., Strydom, J., & Jooste, C. (2012). Marketing management. Cape Town: Juta.