

Marketing task

[Business](#), [Marketing](#)



Both organizations are contrasting businesses as Likewise Southward College is public sector and McDonald's is within the private sector. I will ensure that I describe and compare the marketing techniques which are used within each organization and using my research and evidence gathered state how effective I feel these particular techniques have been.

2. 0 Likewise Southward College (Lessons) Likewise Southward College is a large vocational and further education college. The college was initially formed by the merge of both Likewise and Southward College in August 2012. The college has a variety of campuses locally located in Likewise, New Cross, Deported, Comparable and Waterloo. The College provides services to its students with over 16, 000 student enrolments and 36, 000 course enrolments. It also provides 1 " strong and vibrant vocational training offers" enabling, and helping learners to transform their prospect and their lives. The college delivers high quality learning while promoting social inclusion and economic benefit. The college focuses mainly on enabling people to access Jobs, higher education and self-employment through strong partnerships, outstanding teaching and the development, of a culture f enterprise among its students.

3. McDonald's McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily, in 119 countries, across 35, 000 outlets. Headquartered in the United States, the company initially began in 1940 as a barbecue restaurant by Richard and Maurice McDonald. In 1948 they then recognized their business as a hamburger stand, using production line principles. The company aims to provide its customers with food of a high

standard, quick service and value for money. Within the I-J, there are approximately 1200 assistants, of which around 600 are franchises.

There are approximately 72, 000 people employed by McDonald's UK and over 1 million worldwide. 4. 0 Public or Private Sector There are many different types of businesses, both in the private and public sector. The ownership of a business can vary. There are two main types of business ownership. The first is the public sector. The public sector consists of organizations that are controlled and funded by central or the local government. This includes public services such as education, health care, nationalized industries and public reparations.

The government determines the decisions of public sector organizations. Lastly the public sector is funded through taxation. On the other hand, the private sectors organizations are owned and controlled by private individuals or other businesses. This usually is a means of enterprise for profit and is not owned by the government. The private sector dominates most major economies in the world, including the UK. Looking firstly at Lessons, it is evident that the college falls under the public sector. This is because the college is controlled and funded by the government.

Educational facilities such as state colleges are usually part of the public sector, as well as healthcare and transport. Lessons is government funded which means initially that all decisions are determined by the government and all funds are taken from taxation. In contrast to Lessons, when looking at the second organization, it is clear that McDonald's, falls under the private sector. This is because the business is owned and controlled by private

individuals or other business. This essentially, the means of enterprise is for profit and is not controlled by the government.

McDonald's does however offer the option for sole traders and partnerships to invest in franchises. 5. 0 Types of Marketing Techniques AAA marketing strategy is an overall marketing plan designed to meet the needs and requirements of customers. The plan should be based on clear objectives. A number of techniques will then be employed to make sure that the marketing plan is effectively delivered. Marketing techniques are generally used by companies in order to communicate with the consumer and make them knowledgeable about the various features of their products and services.

It is an essential part of attracting the target errs to a particular product, and companies use various innovative or tried-and- tested techniques to stay ahead of their competitors and make their place in the market. Examples of different techniques include affinity marketing, also known as partnership marketing, this technique links complementary brands, creating strategic partnerships that benefit both companies. While one adds value to existing customers by generating more income, the other builds new customer relationships.