

Discussion question

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



Discussion Questions In the current technological advancements, subsequent increase in the number of products comes to the market every day. Indeed, the immense market competition on similar products has also led to the improvement of the existing ones and invention of new ones. Such products include smartphones, computer accessories, and other electronic gadgets. However, the new iPad from Apple Inc., iPad 3 is seemingly the best tablet in the market. This is due to its advanced applications and features. The new iPad 3 has a retina display, 5 megapixel camera, and 4G LTE capability. It has an updated A5X processor bringing quad-core graphics on the rear with a VGA sensor on the front. It has a sharper screen, powered by high-speed A5x chip, and has the capability of viewing high-powered 3D games. Additionally, the new product can accommodate films on iTunes Store in Full HD, and has a clear and crispy picture resolution. Moreover, the new iPad 3 can play HD films and in the U. S., the iPad 3 connects to fast cellular networks. Most significantly, the new iPad 3 has roaming possibilities over HSPA networks making it the best product in the market (Apple, 2012). The marketing trend of this product is very affirmative. Indeed, Apple has adopted various marketing strategies like marketing mix and e-marketing. In using the e-marketing strategy, the company involves product configuration, product price valuation of the market mix, product and sales promotions, and availing the product in various markets physically and online (Kalyanam and Mclntyre, 2002).

A company's success involves articulating all aspects of marketing, customer service and customer relationships, value creation, and strategic management. Strategic marketing management can be defined as an

intensive and comprehensive program used by organization managers seeking to develop a more strategic and disciplined approach to the marketing process of a reference organization (The Rector and Visitors of the University of Virginia, 2011). Better strategic marketing management guarantees competitive advantage and subsequent increase in turnovers. According to the article “ Unleashing the power of Marketing” and in relation to strategic marketing management, there is need to refocus strategic management in line with the new technological advancements, stronger customer relations, innovations, and global markets. This requires a marketing engine that will lead to a more direct interaction with the customers thus creating new markets using standard finance and human resources. However, this requires a detailed market research and a marketing framework that may include creating a common language and standards, using relevant measures for grading performance, and getting the right leaders in a given strategy. According to the article, these factors spur organic growth in reference organizations. For example, the General Electric Company used strategic marketing management in revolutionizing their stakes in the market. Indeed, the company used successful marketers to fulfill the four roles of marketing that include the instigator, innovator, integrator, and the implementer. They equally set out the key skills needed, applied the marketing framework, and built new capabilities. Subject to these strategic measures marketing at GE is growing rapidly leading to a more-direct collaboration with customers, new markets, and new product opportunities (Comstock, Gulati & Liguori, 2010).

References

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