

# Reading summary essay example

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



Reference: Kotler, P., & Lee, N. (2007). Marketing in the public sector: A roadmap for improved performance. Upper Saddle River, N. J: Wharton School Pub.

Theme: Improvement of public agency performance by meeting the needs of citizens.

Summary:

- Exploiting opportunities in a market to satisfy citizens' needs is of importance to every organization.
- A successful marketing mindset encompasses a number of principles.
- Marketing should be customer centered. This principle considers the customer as the focal point of the public sector's socio-economic and environmental goals.
- The second principle is that the market is segmented. This means that people differ in their willingness to try new products.
- Effective communication is a critical tool. It is the channel through which customers are reached.
- It is important to identify the competition. They represent a great threat to the existence of the firm, hence need for their identification.
- The 4ps in the marketing mix are tools used to pursue market goals which provide the firm with wide view of the market, since they provide an elaborate narration of the market, also provides involvement among the citizens and reduce cost of operation.
- Monitor efforts and make adjustments, which is the control process ensuring that the organization will achieve both its short and long term objectives both in time, budget and quality specification within its

environmental goal.

- The control aspect involves; goal setting, performance measurement, performance diagnosis and corrective action.

Other reading

Reference: Kotler, P. (1986). Principles of marketing. Englewood Cliffs, N. J: Prentice-Hall.

Application: Marketing and improved customer service can help public agencies deliver programs more efficiently to more people.

Summary:

- Marketing and customer service prepares the staff of an organization to improve customer interaction thus enhancing service delivery.
- Improved customer interaction promotes quality hence, improving entire company quality service delivery.
- Customer service is all about expectations, to most customers after sales services is what differentiate one supplier from another.
- Responding to customer complaints is one way of obtaining a competitive edge over rivals in delivering customer service.
- Customer relationship management is a customer oriented feature based on customer input for service response.
- Effective marketing improves the image of the organization in the eyes of the public. This enhances the process of service delivery.

References

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