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**MARKETING WORLD**  
REVIEW

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**MWR Magazine**

*See details inside—P6*

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The Bachelor of Arts (Hons) in Marketing and Bachelor of Commerce (Hons) in Marketing undergraduate Degree Programs were reviewed and approved to meet academic background qualification in order to enter the Manager CMMP<sup>®</sup> designation.

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*Fall 2017/18 program registration deadline: **July 15, 2017***

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# Growing role of community relations and public affairs in CSR

*Editorial by Sandra Pedro, CMMP—Editor-in-Chief*



In my last article I mentioned that community relations and public affairs have a growing role in Corporate Social Responsibility (CSR) strategies. And that communication is the tool.

It doesn't matter which industry your business is, your company can have a real impact in Sustainable Development. Depending upon its focus that realm of influence can be local, regional, national or international.

For a real impact those who work in CSR must acknowledge a Sustainable Development Objectives framework (I already mentioned that in previous articles). And those who work as community relations and public affairs managers must have a clear picture of what their companies can do to reach them.

## **5 reasons for growing this role:**

- Community relations and public affairs work with stakeholders is increasing and it is an important way for companies to engage, connect, influence and increase their reputation and hopefully prevent and manage possible crises.
- If community relations managers work more closely with bottom line stakeholders, such as local communities and civil society organizations (CSO), public affairs can have an

equal role at the top level, such as shareholders and business groups.

- Community relations managers can have an active role within communities by taking leadership roles in local programs and projects. Communication programs (behaviour change or social change strategies) must be part of those projects for a more effective implementation by integrating all social factors involved. For example, supporting CSO in sports and arts activities in poor areas to help prevent early school dropout.
- Public affairs must define and implement advocacy and social mobilization communication programs with the objective of reaching target audiences for policy changes or to raise awareness. For example, increasing awareness for sustainable cities.
- In CSR, both community relations and public affairs managers have a double role: acknowledging community needs, desires, aspirations and motivations. This gives the community relations and public affairs managers the information they need about how to sup-

port communities. But also gives them essential information for the marketing department to develop a more targeted strategy.

Martin Lindstrom, in his book *Small Data*, stresses "Every successful brand stands for something more than itself, and that thing is emotional." He adds "By identifying an unmet desire, you are that much closer to uncovering a gap that can be fulfilled with a new product, a new brand or a new business."

This is achieved with fieldwork. It takes time to develop a deep knowledge and establish close links between managers and stakeholders. It's also the time needed for companies with a CSR culture to build their reputation and to be more resistant to possible crises in a more defensive strategy.

However, businesses must be motivated for humanitarian and sustainable development, not only just for profit or to boost their image. Otherwise, consumers and prospects will easily find the real reason behind their involvement and as a consequence their reputation will be damaged.

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**Mr. Nisar Butt, President and CEO of IIMP®, stresses:** "We welcome the UCSI University as IIMP® Recognized Educational Institution. This recognition gives their alumni the opportunity to make part of a global community of marketing professionals with recognized skills and capabilities to be successful in marketing field worldwide."

The CMMP® designation is validation that a professional in the field of marketing has successfully demonstrated competency in the knowledge, skills and abilities required to practice marketing effectively in today's business arena.

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### UCSI University:

UCSI University is a leading private university in Malaysia. It is ranked in the top 250-350 in the 2015 and 2016 QS Asian University Rankings. It is also rated in Tier 5 (Excellent) – the highest rating accorded to universities in Malaysia – in the Rating System for Malaysia Higher Education Institutions (SETARA). It stands out as one of Malaysia's first private universities and it is known for its academic diversity. The University offers an eclectic range of industry-acclaimed programmes in medicine, pharmacy, engineering, applied science, business, IT, architecture, social science, music, tourism management, creative arts and design, at its campuses in Kuala Lumpur, Kuching and Kuala Terengganu. UCSI actively collaborates with many

of the world's best universities in the Ivy League, Russell Group, Universitas 21 and Australia's Group of Eight. This extensive network provides invaluable opportunities for students and staff to contribute to the pursuit and advancement of knowledge around the world. UCSI students have been annually selected for high impact research programmes at Harvard Medical School, Imperial College London, Tsinghua University and the University of British Columbia, among others. UCSI is also synonymous with graduate employability. The University collaborates with around 4,000 global companies to provide students with at least two months of internship each year, career advice, technology transfers and job opportunities. This dynamic setting makes UCSI a university of choice and students from more than 110 nations call UCSI home.

<http://www.ucsiuniversity.edu.my>

# MARKETINGWORLD

## REVIEW

### Volunteers Needed for Editorial/Support Team

The IIMP team seeks volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

**Section editors for Market analysis, General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).**

If you interested in contributing , please write to: [hr@theiimp.org](mailto:hr@theiimp.org)

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# How well do you really know your customers?

Caroline Berryman, CMMP



How well do you really know your customers? We have metrics to show how they behave on our digital channels, but do we really understand how they consume our information?

According to the 2017 Consumer Digital Usage and Behaviour Study, published by Adestra, email continues to rule as the preferred channel from Millennials to Baby Boomers. The report provides insights into how consumers interact with and think about the email messages they receive. Some interesting results were found including:

- 47% have a separate email address that they use exclusively for emails they don't intend to open
- 59% leave an email unread if they plan to read it later
- When registering for a mobile app, 83% of consumers use their email address instead of their social media accounts

Adestra isn't the only company reporting that email is the preferred form of communication with customers. A recent study from MarketingSherpa suggests that email marketing is the strongest tool when it comes to reaching current customers. Despite warnings that email would become obsolete, the research shows that email is extremely popular and trusted by many consumers. And according to eMarketer, email marketing is on the rise in

Canada. When the CRTC introduced "CASL" anti-spam laws in 2014, many marketers speculated about the "death" of email marketing. The most recent statistics from eMarketer suggest concerns about the law's impact on email marketing were exaggerated.

In fact, some suggest CASL actually had a positive impact on email marketing, leading to cleaner email lists and improved performance for marketing messages. Brands were forced to pay closer attention to what they were doing, making their messages more targeted. According to Ipsos Reid data, eight out of ten consumers are willing to receive emails from their favourite brands.

Some interesting facts to consider about email:

- There are 3x more email accounts than there are Facebook and Twitter accounts combined
- Email subscribers want to hear from you when they signed up for your email list so don't forget about them
- Average click-through rates for email campaigns is around 3% (of total recipients).
- Email isn't owned or controlled by any one particular entity

- Email is a way to get information about products or learn about news and updates.
- It's a great way to build brand loyalty or participate in company research.

There are some companies that are doing it well? Sunwing has used email campaigns to offer incentives such as last minute seat sales to its customers. Roots Canada has an e-newsletter that includes special deals and sneak peaks at new merchandise. Nissan uses email to alert customers about new releases, maintenance updates and car recall notifications.

Your brand equity is very important to your customers, across all age groups and it's the reason that customers will give you the information you want. By the way, they want more than just discounts when they signed up so make sure your campaigns offer more than just discounted offers.

Trust plays a major role in customer's decision about which brands to include in their email preferences. Marketers need to make email campaigns worthwhile by sending their customers valuable information so they will take the time to read it.



# MARKETING WORLD

## REVIEW

## Call for Papers for MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for next issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The next issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission for next issue is August 15, 2017**. The review process will feature a maximum of two rounds and final decisions will be made before August 30, 2017. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to [magazine@theiimp.org](mailto:magazine@theiimp.org).

Dr. Asli Kuscü  
Editor-in-Chief  
MarketingWorld Review

## Implications of the Hierarchies of Marketing for Investment, Recruitment & Organisational Management (Part 2 of 4)

By: Leigh Cowan

### Hierarchies of Marketing Considerations for HR Directors

Inevitably, the fifth P of Marketing suggests that the CMO and the HR Director must work collaboratively for the best interests of the organisation.

An HR Director can be master of her own identity by ensuring peers are selected appropriately. Recognising the Four Faces of Marketing can mean reviewing succession planning, change in mentoring to access training and knowledge from the proper talent pool, as well as re-evaluating senior appointments.

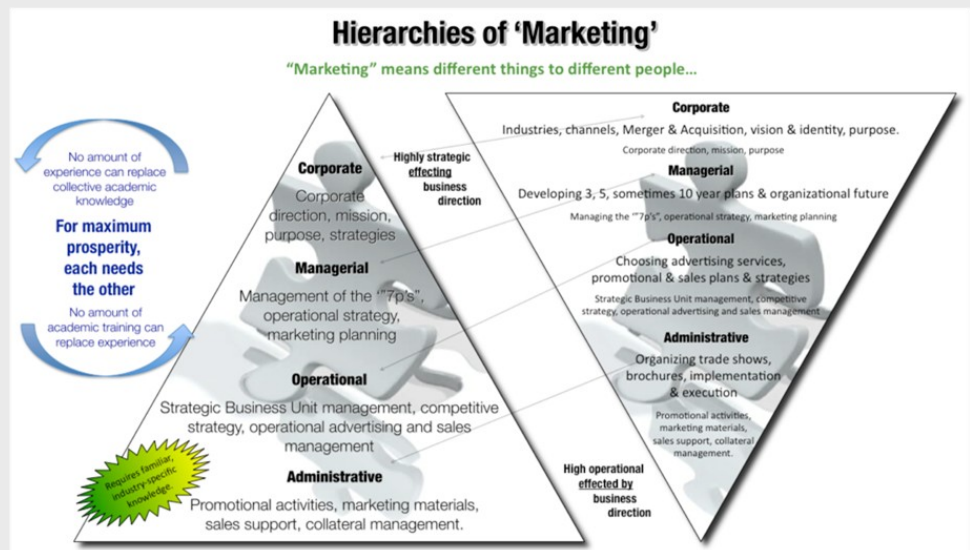
Hard decisions and better policies, that may upset the status quo, could be required... made on the basis of actual best skills for the leadership, rather than the execution, of marketing operations.

### Hierarchies of Marketing Considerations for Recruiters & Management Consultants

Taking a brief from a client? Time to ask yourself what sort of consultant you are going to be.

For the recruiter who rather be an 'order-taker', who believes in giving the customer what they want, then the Hierarchies of Marketing Considerations are probably nominal.

However, the professional Recruitment Consultants or Management Consultant can use the model to explain the delineation between skills sets that some clients may believe as homogeneous between all 'marketing' roles.



Recruiters can now point to a valid explanation of how to structure their marketing team, to show their clients the faux par of trying to appoint a jack of all trades instead of two masters ... why an executive capable of writing a winning marketing plan is unlikely to have skills in art design or web design software.

If you are a recruiter who believes in doing the best job you can, who recognises the lifetime value of being a profound and note-worthy advisor, who appreciates the lifetime value of a happy customer, and the significant damage a bad marketing appointment can do to a client's business, and future, then the Hierarchies of Marketing is an important tool.

If you are a recruiter who believes in giving the customer what they want, then Hierarchies of Marketing Considerations are critical in helping the client formulate the right brief for you and the right job specification for the role that client's needs filling.

### Hierarchies of Marketing Considerations for CEO's

Hierarchies of Marketing Considerations are vital for visionary CEO's, corporate leaders, and heads of organisations dedicated and determined to achieve business growth. Applying the delineation, respecting the heterogeneity, recognising the strengths and weaknesses of different marketing personnel, utilising the 'right' people for the 'right' function, is the duty, responsibility and core function of a business leader.

The distinctions determined by understanding the Hierarchies of Marketing empower CEO's to seek counsel on management from those most likely to give correct counsel, strongly defensible strategy, reliable advice and valid recommendations. Selection of teams based upon the Hierarchies of Marketing ensures CEO's equip themselves with the most profound advice possible. The consequent alignment of the organisation and engagement of the team is likely to be significant immediately and advantageous over time.

**To be continued in the next issue..**



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