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Diploma Thesis Abstract

**Marketing Plan for Promotion of Drawing Course
Using the Right-hemisphere Method**

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Summary

The aim of this diploma thesis is to develop a marketing plan which will increase the interest and attendance of course of drawing using the right-hemisphere method provided by Mrs. Květuše Hochmalová. The marketing plan is based on the results of situation analysis of the business run by her as entrepreneur. The diploma thesis is divided into two parts: the theoretical part and the analytical part. The theoretical part defines the most important terms and relationships regarding to the topic. The practical part identifies the business of the entrepreneur. It contains a marketing mix analysis, Porter five forces analysis, a description of the biggest competitors, resources and competences analysis, marketing research using a questionnaire and a SWOT analysis. On the basis of the results of the mentioned analyses new strategies are proposed to achieve the marketing objectives and an action program of a new way of promoting the course is proposed. If the entrepreneur decides to apply the projected marketing plan she provides the results to the author.

Keywords: Marketing Communication, Marketing Plan, Right-hemisphere drawing method, Marketing Mix

1 Objectives and Methodology

1.1 Objectives

The aim of this diploma thesis is to work out a marketing plan which will help Květuše Hochmalová, an entrepreneur providing drawing courses using the right-hemisphere method, to increase interest in her courses and their attendance.

Even if the provided service seems to be very attractive to the entrepreneur the demand for it does not live up to her expectations. Thus, this diploma thesis focuses on a situation analysis to reveal any shortcomings of the business and possible reasons for lower than expected demand. Subsequently if the results show that another way of promoting the service might significantly influence the situation which is also the hypothesis being tested, a new marketing strategy and an action program will be suggested.

1.2 Methodology

This diploma thesis is divided into two parts- the theoretical part and the practical part. The theoretical part is based on a literature review, which is listed below, and defines the most important terms and relationships regarding to the topic of a marketing plan and marketing communication.

The practical part is focused on description of the entrepreneur and her business, the marketing mix and a situation analysis. The external environment of the courses is examined with the use of Porter five forces analysis. For the analysis of the internal environment a resources and competences analysis was chosen. The following step to gain all the necessary information for the diploma thesis was marketing research using a questionnaire. This tool was designed for the participants of the drawing courses provided by Mrs. Hochmalová with the aim to identify the most typical participant of the courses and determine the target group for the product being provided. The questionnaire also examines all parts of the marketing mix used by the entrepreneur, includes an evaluation of all the components which create the service and the total satisfaction of the participants. Another important attribute of the questionnaire was the evaluation of the tools currently being used in the current marketing communication mix of the service. The data gained was processed to receive information which would be used to work out the marketing plan. Following a SWOT analysis of the results of all the above mentioned analyses a conclusion can be drawn.

The practical part also includes a proposal of new marketing objectives of the business and strategies which will be used to achieve these objectives. The proposal is based on the results of the SWOT analysis and includes an action program which describes all the proposed steps of the plan in detail.

2 Conclusion

The external environment was examined by Porter five forces analysis which revealed that the strongest force in this type of service sector business is the threat of substitute. The reason is that nowadays people have large number of attractive substitute activities for their leisure time. In this case effective marketing promotion could help the provider to overcome this situation. Because of the low barriers of entry to this type of industry the

threat of new competition is the second strongest force. To be able to get over the problem of the entry of new competitors the entrepreneur should build-up her name as a brand characterised by good quality and work on the general awareness of it.

The questionnaire showed the typical customer of the drawing courses was a woman in the age group of 30-49. A significant majority of the respondents heard about this kind of course for the first time via family and friends or internet search. Every other option offered by the questionnaire was checked by less than 10% of the respondents. This fact provides the evidence that the providers of the drawing courses using the right-hemisphere method generally do not use an effective promotion. The responses also showed that the participants heard information about the courses provided by Mrs. Hochmalová for the first time via family and friends and internet search as well. Every other option offered by the questionnaire was checked by less than 10% of the respondents. This fact and those presented below also the following ones give the evidence that the hypothesis of the author of the ineffectiveness of the promotion used by the entrepreneur. The questionnaire also revealed that most of the respondents who compared an offer from various providers were not able to state a name of the provider or the school. This might be due to the fact that the majority of the providers including Mrs. Hochmalová does not use any brand, logo or name promotion. The only school noted by the respondents was one of the biggest competitors Serafin who uses a name (brand) and a logo. A very important result is that the respondents evaluate the course exceedingly positively and particularly highlight the performance of the lecturers and the atmosphere at the courses.

The evaluation of the internal environment using a resources and competences analysis singles out experienced lecturers who have an enthusiasm for their work and are high performers. Another important resource is the high level of the quality of the service and good reputation. As a competence the adaptability and mobility of the service is highlighted.

One of the most important strategies resulting from the SWOT analysis is to start cooperation with a marketing agency, professionals who might help Mrs. Hochmalová to overcome her weakness- the ineffective and disorganized promotion. Another helpful strategy is to use new ways and tools of effective and relatively cheap promotion. And of

course make use of a business strategy since, to date, Mrs. Hochmalová has never used any strategy

The marketing objectives were set to use promotion which will increase the attendance of the courses by approximately 30%. The marketing strategies to achieve the objectives is following. Firstly it is necessary to start cooperating with some professionals who will help with the following steps. Afterwards it is necessary to remove shortcomings of the promotion tools which are currently used. The next step is to focus the promotion on the particular region where the courses take a place and use new tools which will together create an effective promotion, attract more people and increase the awareness of the name or brand of Mrs. Hochmalová.

The action program is focused on tools which are related to all courses no matter what region they are organized in. This means the website, Facebook, YouTube and flyers. In this case it is necessary to create a logo which will represent the entrepreneur, her name and her business. The logo should be clearly presented with any promotion tool to build the awareness of the provider and to enable all promotion tools to support each other. Afterwards it is necessary to create new webpage which will meet requirements of these days. In the case of Facebook changes recommended for use of this tool are described in detail and Facebook advertising adjusted to every single term and place of the course is recommended to be used. The YouTube should be adjusted to become a representative tool. Then several interesting short trailers about individual courses should be recorded and uploaded. Another recommended tool is e-mailing which would enable the entrepreneur to inform people about news and courses organized in their region.

Then Mrs. Hochmalová should focus her promotion on individual regions where the courses take a place. Firstly she could focus on the Central Bohemia where most of the courses are organized. In this region she could use a radio spot in Radio Relax, local popular radio station which covers the mentioned towns and their surroundings. To support this promotional tool an advertising space in public bus could be rented for a month. A bus transporting people on the line on the particular places would be used to display flyers informing about the courses on the back side of the seat backs.

3 References

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