

## **Assignment 4 - Strategic Global Marketing Management - Carla Valentina Ritz**

### **Short Answer (4 to 5 sentences)**

None this week. Please begin focusing on the final project.

### **Long Answer (8 to 10 sentences)**

#### **Pick any one topic from Chapter 12 (your choice) and discuss it.**

##### The Situation Analysis

Situation analysis is an important part of a marketing concept. Through this, it is recorded where the company stands at the analyzed point in time, how it sees itself, and how it is perceived by outside persons such as customers. Thus, the situation analysis in marketing serves to obtain relevant information and data about the current state of your company, considering its strengths and weaknesses. However, determining the current situation is not enough, as marketing decisions are directed toward the future. Therefore, a forecast of the most important general conditions, i.e., the future situation of the company, is necessary and the analysis provides forecasts for the future.

The achievement of a concrete objective and the development of strategies and measures are hardly possible without the exact knowledge of the internal and external factors and their modes of action. Which factors appear important to management depends on the company and the respective decision-making situation. It should be noted, however, that the underlying data are also subject to constant change, which must be anticipated if the strategy is to be continued successfully.

#### **Pick any one topic from Chapter 13 (your choice) and discuss it.**

##### SEO and SEM Analysis

Most people today use the Internet to search for information, products, and companies. Being highly visible in search engine results is therefore a promising strategy for attracting new customers to your company. Since over 90% of all users only click on the search results on the first page of the search results list, your website should also appear exactly here. This can be achieved with search engine marketing.

Search engine marketing (SEM) is a subarea of online marketing. Search engine marketing aims to place your website on the first page of Google and high up in the search result lists (SERPs = Search Engine Result Pages) to attract potential new customers to your website. This can be achieved with search engine advertising (SEA = Search Engine Advertising) in the paid search results and with search engine optimization (SEO = Search Engine Optimization) in the organic search results.

When an Internet user enters a search term in Google, he or she is presented with a suitable list of search results. In the upper area, there are paid advertisements that match the keyword. Below are the organic search results that Google has classified as particularly relevant for the entered search term.