

CIMG Programme Pathway 6 Professional Marketer

**Telecommunications & Digital Platform Marketing
(PMS 609)**

DECEMBER 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY - COMPULSORY

Telecom Innovators Inc.: Pioneering Telecommunication in the Digital Era

In the fast-paced world of telecommunications, Telecom Innovators Inc. emerges as a medium-sized company at the forefront of industry evolution. Operating in a landscape characterized by rapid technological advancements and fierce competition, the company has strategically positioned itself by offering a wide range of services, including internet, mobile, and television. This case study delves into the dynamics of Telecom Innovators Inc., exploring its customer demographics, market share, and the strategic initiatives that propel it forward.

Telecom Innovators Inc. has cultivated a diverse customer base, reflecting the varied needs and preferences of the modern consumer. Demographically, the company caters to a broad spectrum, ranging from tech-savvy millennials seeking high-speed internet to families subscribing to comprehensive television packages. Geographic reach spans urban centers to suburban areas, ensuring accessibility for a wide audience.

A detailed analysis reveals a robust customer demographic profile. Most subscribers fall within the age bracket of 25 to 45, comprising working professionals and families. The company has strategically tailored its services to cater to the diverse lifestyles of these segments, offering flexible plans and innovative bundles to meet both entertainment and connectivity needs.

Market share analysis showcases Telecom Innovators Inc.'s resilience and growth trajectory. As of the latest data, the company commands a substantial share (20%) in key metropolitan markets, leveraging its reputation for reliability, innovative offerings, and customer-centric approach. While facing formidable competition from industry giants, Telecom Innovators Inc. has successfully carved a niche by consistently delivering cutting-edge services and fostering a customer-first culture.

In an era dominated by digital platforms, Telecom Innovators Inc. recognizes the imperative of staying ahead of the curve. The convergence of telecommunications and digital platforms has reshaped consumer expectations, with an increasing demand for seamless connectivity, high-speed internet, and integrated entertainment solutions.

Telecom Innovators Inc. has strategically aligned itself with these trends. The company's foray into digital platforms includes a user-friendly mobile app that allows customers to manage their subscriptions, access exclusive content, and receive personalized promotions. The integration of artificial intelligence in customer service enhances the overall user experience, providing quick and efficient support.

To maintain and expand its market share, Telecom Innovators Inc. has embarked on strategic initiatives to address the evolving landscape of telecommunications. The company is actively investing in the development of 5G infrastructure, anticipating the growing demand for ultra-fast and reliable internet connectivity. This forward-looking approach positions Telecom Innovators Inc. as a key player in the impending era of connected devices, smart homes, and the Internet of Things (IoT).

Additionally, the company has ventured into strategic partnerships with digital content providers, offering exclusive streaming services and on-demand entertainment options. This diversification not only enhances the value proposition for existing customers but also attracts new subscribers seeking a comprehensive digital experience.

Telecom Innovators Inc. exemplifies a dynamic telecommunications company navigating the digital landscape with strategic acumen. By understanding and catering to diverse customer demographics, the company has secured a notable market share. Its embrace of digital platforms, from user-friendly mobile apps to forward-looking 5G initiatives, positions Telecom Innovators Inc. at the vanguard of industry innovation.

As Telecom Innovators Inc. continues to evolve in the ever-changing telecommunications ecosystem, the company's commitment to customer-centricity and technological advancement ensures its resilience and growth. This case study serves as a testament to Telecom Innovators Inc.'s strategic prowess in adapting to the digital era, solidifying its position as a trailblazer in the competitive telecommunications landscape.

QUESTION ONE - COMPULSORY

a. Customer Base and Management for Business Growth:

Background:

Telecom Innovators Inc. has cultivated a diverse customer base over the years, offering a spectrum of services including internet, mobile, and television. However, in the face of increasing competition and customer churn, the company needs a strategic focus on its existing customer base while also attracting new customers.

Question:

As the Marketing Director, discuss the importance of managing the existing customer base for sustained business growth. Develop strategies for retaining current customers and attracting new ones. Present your recommendations in the format of a report to the CEO, highlighting the significance of customer-centric approaches and innovative retention initiatives.

(10 marks)

b. Market Segmentation of the Current Customer Base:

Background:

Telecom Innovators Inc. recognizes the need for market segmentation to tailor services, promotions, and engagement strategies to the diverse preferences of its customer base. The company seeks to gain a nuanced understanding of its customer segments based on demographics, behaviours, and preferences.

Question:

In your role as the Marketing Director, develop a comprehensive market segmentation analysis of Telecom Innovators Inc.'s current customer base. Identify key customer segments and discuss how understanding their unique needs can inform targeted marketing strategies. Present your findings and recommendations in the form of a detailed memo to your marketing team, emphasizing the importance of personalized approaches. **(10 marks)**

c. Development of an Extensive Marketing Plan:

Background:

In the dynamic telecom landscape, crafting a strategic marketing plan is imperative for sustained growth. Telecom Innovators Inc. aims to not only highlight its existing services but also explore opportunities for new offerings, pricing models, and partnerships to stay ahead of the competition.

Question:

Assume the role of the Marketing Director and outline the key components of an extensive marketing plan for Telecom Innovators Inc. Discuss how the plan will address current challenges, capitalize on opportunities, and position the company as an industry leader. Present your marketing plan in the format of a comprehensive report to the CEO, highlighting the strategic initiatives that will drive business growth. **(10 marks)**

d. Marketing Communication Plan and Its Target Audience:

Background:

Effective communication is vital in conveying Telecom Innovators Inc.'s value propositions. An Integrated Marketing Communication (IMC) plan is needed to align messaging across various channels, reaching specific target audiences and creating a cohesive brand image.

Question:

In your role as the Marketing Director, build a marketing communication plan for Telecom Innovators Inc. Discuss the channels, messaging, and strategies that will resonate with the target audience. Specify the demographic and psychographic characteristics of the primary target audience. Present your detailed communication plan in the form of a report to the CEO, emphasizing the importance of a unified brand message. **(10 marks)**

As the Marketing Director, your insights and recommendations will shape Telecom Innovators Inc.'s trajectory in a competitive industry.

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION TWO - DEFINITION AND ROLE

- a. Provide a fundamental definition of a digital platform in the context of telecommunications and distinguish it from traditional communication methods. **(10 marks)**
- b. Evaluate the pivotal role that digital platforms play in modern telecommunication services and customer engagement. **(10 marks)**

QUESTION THREE - CUSTOMER BASE ENGAGEMENT

- a. Propose strategies that telecommunication companies can develop to effectively engage and retain their customer base in the digital era. **(10 marks)**
- b. Assess how personalized services and content offerings enhance customer engagement and satisfaction in the telecommunications industry. **(10 marks)**

QUESTION FOUR - MARKET SEGMENTATION

- a. Clearly define the key criteria and methods for segmenting the customer base in the telecommunications sector and elaborate on the importance of this segmentation. **(10 marks)**
- b. Provide examples of successful market segmentation strategies implemented by telecommunications companies to better target specific customer needs and preferences. **(10 marks)**

QUESTION FIVE - MARKETING PLANS

- a. Discuss the essential components that should be included in a comprehensive marketing plan for a telecommunications company seeking to expand its market share and remain competitive in a dynamic industry. **(10 marks)**
- b. Evaluate how data analytics and customer insights can influence the development of effective marketing plans in the telecommunications sector. **(10 marks)**

QUESTION SIX - COMMUNICATION PLANS

- a. Develop a communication plan for a telecommunications company that effectively conveys its value proposition and messages to its target audience.
(10 marks)

- b. Discuss the role played by various communication channels (e.g., social media, email, customer service) in the success of a telecommunications company's communication plan. **(10 marks)**