Marketing Management – BSB7101
Assignment 1: Individual Report
"Stride IT Consulting"

Name: Fatema AlNajran
ID: 201000571
Due Date: 1-November-2014
Word Count: 2,900 Word
Executive Summary:
This report was written to present a description of Stride IT consulting marketing functions, responsibilities and the relationship between the marketing department and the company objectives. Recommendation were discussed regarding the current organizational structure and a new restructured organizational chart that facilities a closer relationship between the external and internal entities to improve the market efficiency, deliver a competitive advantage and organizational success. A critical analysis and evaluation were demonstrated to show how the marketing team should be managed, which leadership style theory should Stride Follow and which theory of team management can affect the individual and team performance. Therefore, additional available option of management six stages were introduced within a description of the Hard and soft issues of team management.

This research outline the marketing department responsibilities such as advertising, market research, managing marketing budget, creating marketing plans and campaigns. Stride objectives are focused on providing consultancy for their clients, deliver their demand and assure their clients satisfaction. However, the relationship between marketing department and company objectives are essential where they both depends on each other. For example, if the marketing dep. created a successful strategy it will influence the achievement of the company objectives. Stride IT consulting organizational chart is a flat structure where responsibilities are distributed among a minimum size staff where the recommended organizational chart has become the "Matrix Structure" in order to fully achieve the objectives set down by the company as it make the company market oriented by involving everyone in the marketing activities. an explanation of how the recommended structure will be beneficial were justified showing the relationship between marketing department within all of the company departments and activities such as the relationship between the marketing and finance departments that is based on the terms of coming up with a budget to cover the activities listed under marketing strategies as well as activities done by other departments.

Furthermore, the team management 6 stages where analyzed including the (Planning, Organizing, staff management, leadership, coordination and controlling) with recommendation on how they should be managed. Also "James MacGregor Burns" leadership theory that is called (Transformation leadership) was suggested to be adapted by Stride IT where it focuses on raising each other’s (leader and followers) to higher levels of morality and motivation. The identified factors that can influence individual and team's performance in stride are 3 theories (Team structure and selection, Tuckman's view, Frederick Herzberg: theory of Motivation). Certain options of management six stage were taken into consideration like the planning, staff management and coordination in order to improve the company management as well. Finally, the McKinsey 7’S Model had highlights the hard and soft issues of team management that makes the organization analyze their performance by themselves.
Table of Contents

Executive Summary: ................................................................. 2
Task 1: .................................................................................. 4
The core responsibilities of the marketing employee ............... 4
Stride IT Consulting's objectives........................................... 4
Relationship between marketing department Activities and Stride Objectives: ....................................................... 5
Task 2 .................................................................................. 5
Task 3: .................................................................................. 8
Six management Stages: ....................................................... 8
Leadership styles theory: (Burns' Transformation leadership) ...... 9
Influencing factors that affect both individuals and team performance: ................................................................. 9
Task 4 .................................................................................. 10
References: .......................................................................... 12
Appendix: ............................................................................. 12
Task 1:
Stride IT consulting is a Bahrain-based company with the objectives to provide full-service information security and consultation to companies all over the MENA region. It is a technical-driven company that aims to offer professional expertise to customers as well as constant assistance to the provided service.

For Stride IT, the business size of the Marketing department is relatively small and comprises of 1 or 2 employee for each department. In basic definitions, the marketing department have only one person that is responsible for the company's overall growing revenue, creating strategies to increase market share and to encourage cooperation and contribution from the other company departments that will in turn affect the company in positive terms.

In terms of Stride IT, the marketing department makes sure to focus on potential clients and current customers: direct their attention to the customers' needs and requirements as well as involving the Customer Service department on this stage in order to achieve the end results of the marketing department and company's goal plans. However, the core responsibilities of Stride IT is not conducted on a daily basis routine whereas the manager distribute different activities on each employee day by day.

The core responsibilities of the marketing employee specifically are:

1. Improving the image of the company and sales by creating campaigns to build brand awareness and attract clients.
2. Manage marketing Budget by setting a specific amount for each marketing plan.
3. Develop market research to identify the market current status, understand consumer's needs, develop new services or improve the existing ones, knowing competitors Strengths and weaknesses and the position of the company in the market.
4. Create social network platforms to communicate and understand consumer's demands efficiently.
5. Creating and handling an effective Advertising materials \ Events management\ training courses)
6. Collect information from sales department because they are the most ones that see and interact with clients.
7. Assuring that all other department work is aligned with Stride Objectives Company as well as understanding the "competitive landscape" of their field of business.
8. Setting up an effective strategic plan that will comprise of important influencing factors such as goals, target markets, competitive markets, strengths, etc. Apart from this plan, the need to execute this plan alongside the effort and cooperation of the other departments is important.

Stride IT Consulting's objectives all fall under the main goal of having a customer-oriented company and professional service provider status.

They are, as follows:

1) Providing a comprehensive range of services that helps clients protect their assets
2) To provide information security consulting services and provide constant assistance in this field
3) To deliver its clients the demanding requirement for resources in areas such as network and communication management, systems management, applications and database management, IT operations security management and Information security management

4) To make sure that all services are efficiently delivered and assured to result in a secured business environment and system.

5) It also aims to share its knowledge to aspiring individuals and organizations through training and education services. (Mazen, 2014)

Relationship between marketing department Activities and Stride Objectives:
To ensure the growing revenue of the company and a continuous successful relationship between them and clients, knowing the relationship between the marketing department and the company’s objections is essential. With this cooperation, the marketing department can easily set up an operational marketing strategy that will ensure the long-term objectives of Stride IT Consulting. Influence is key to this situation because whatever plan or strategy the marketing department implement must initially influence the objectives, enhance it and subsequently, influence the other departments as well.

As stated, the marketing department must focus on the demands and requirements of potential clients and current customers. This activity generally relates to the main objective of Stride IT where continuous customer support and providing of services is important to them. Not only is providing the services important but ensuring its integrity and security towards its customers is just as essential it is important for Stride IT Consulting to focus on analyzing the "competitive landscape" of their filed to have an effective correlation and alignment in activities toward one of their objective which outlines (Delivering experienced professionals and reliable resources in the fields of business).

Task 2:

As mentioned before, Stride IT consulting is a small business within 9 employees only. The Internal stakeholders are the ones that work directly in the business while the external stakeholders are the ones that not working directly in the business but it affect the business operations and decisions. These entities includes the following categorize as it shown in the following table (Figure 1).
The current organizational structure of Stride IT is the Flat Entrepreneurial structure (Figure 2) that showcases a simple non-branching layout of responsibilities amongst a minimum size staff. Based on the current organizational chart and the employee size of the company, it is evident that certain sectors of the marketing department and overall organization should be arranged in order to fully achieve the objectives set down by the company. Other than this, other objectives by the marketing department such as increasing market share, customer services and effective advertising will also be achieved through this recommendations. Therefore, below is a recommended “restructured” organizational chart (Figure 3), which is a Matrix type of structure. This type of structure focuses on having a functional organization that involves flexible team work and detailed project-based activities. This is seen as a stable type of approach because it is efficient in its use of effort and resources. This structure clearly highlights the facilitating tasks of the marketing department as well as the relationship with all the other departments of the company to have a flexibility and informality to work in teams, report the manager on a daily basis for following up with each responsibility critically and the adaptability to change.

With this structure, a market orientation can be built for Stride IT Consulting because it bring together all of the organization functions and everyone is involved in the marketing activities. The marketing department is pointed out as the “custodian” of the organization as it highlights its functions as a department and its contribution to the company along with the other stated departments. The marketing manager will be able to interact effectively with the Finance department in terms of coming up with a budget to cover the activities listed under marketing strategies as well as activities done by other departments. In Customer Service, the marketing manager and staff will focus on customers by evaluating the demands and needs of clients and later share expertise with the responsible department of the company. Cooperation is essential in order to acquire proper information on customer queries and demands. Alongside with the responsibilities of the customer service department is the cooperation of the IT staff that will deliver the quality of services diligently and effectively. Here, for improvement purposes, the marketing department can set aside a budget to have their staff trained as well. This will strengthen the core of the company and efficiently achieve the objectives.

One of the other activities of the marketing department usually does to promote the company and its services is to seek out for contributing resources like printing that does elaborate printed materials like brochures, freelance copywriters that can write up content material for the said brochures and contracted graphic designers to create an overall design. Although in this context, with the Design department present in the company, the staff under that section can cooperate with the marketing department to come up with promotion material that will in turn circulate the whole organization for suggestions and creative contributions. Branding is not only about creating a logo or slogan to represent the company but to also create a binding and memorable image that will promote the
company and represent its objectives. This image is important because it will highlight the services and quality of the services given to customers. This is where the Manager of the company and the administration under it play a large cooperating role in order to enhance and hone the core of the company’s brand. Aside from this, the administration must also work closely with the marketing department to develop effective internal communications with all the other departments. The image created for the company must also be seen in the performance of the staff, which is why there is a direct correlation with the IT department since their expertise is the base of all the services provided by the company.

The competitive Advantage of Stride IT Consulting that will make them unique and makes the company over their competitors is subdivided into two parts: Firstly, the internal advantages within the team itself where the company review and focus on employee performance and developments by continuing to conduct workshops about teamwork and improving their employability skills, managing day by day tasks and the company secured system. The second part are the external advantages within the consumer by providing a unique outcomes\consultancy and the fact that most of the company clients are governmental place or large organizations as it’s shown in their website will makes consumers feel secured and guarantee their services.

Task 3:
After establishing how the organizational chart of the company should be “restructured” whereas highlighting the importance of the marketing team and its cooperation with the other department, one of the main factors in ensuring this effectiveness is being able to manage the appointed team. Managing is not just all about setting down a set of regulations and creating a plan to follow; it is about being able to enhance the skills of the staff, encourage them to take part in achieving a successful company and lead them into a work environment that will be beneficial for them, the company and their clients. Below are the six stages of how marketing team should be managed.

Six management Stages:
• Planning: A complete cooperative organization should take part in creating an effective marketing plan while the marketing team itself will execute the plan and pursue the steps noted by each department. The planning and preparations should be critical in terms of effective management In order to present a successful marketing plan.
• Organizing: the activity of keeping organized is an important trait that the marketing team should possess. It is not only just about planning but about being able to keep track of each steps of the plan, the contribution of each department along with follow-ups is part of the ways effective management can be instilled on any marketing department.
• Staff management: Since the marketing department also works closely with the finance department in terms of making a budget, finding experienced and knowledgeable staff is crucial to work on strategic planning, market
research and research analysis. This reason is closely directed at the objective of offering highly professional services from people who are expert in their field. Staff management also is not just about knowing what your staff is tasked to do and when to complete it but also being able to guide and motivate them is important.

- **Leadership:** Management and Leadership are two different forms of skills that are essential in any organization. One cannot function without the skill of the other but in most organizations, the common mistake is made when management is more focused on rather than leadership. Apart from exerting good management skills and methods, being a leader is also needed. As a leader, you aim to inspire and positively encourage your staff whilst you manage their activities with a proper and cooperative strategy.

- **Coordination:** A company is seen as a whole entity with sections of specialized personnel to make sure goals have been reached and services have been given. For a proper organization to function, coordination is necessary because if all departments of an organization move on with their own activities and no sense of pro-activity to circulate coordination, then a company will cease to function in an organized manner. Aside from contribution and cooperation, proactively coordinating the activities of each other will provide a good work environment and business flow.

- **Controlling:** In terms of controlling, the management should be able to follow up the activities of the staff and be able to assist in controlling the flows of each activity. This means they’ll be able to know where their efforts are going and what are the end results for it to avoid issues.

**Leadership styles theory:** (Burns' Transformation leadership)
As for those that are tasked to manage the overall marketing team, a leadership style should be adapted to be able to fit well in the newly restructured organizational chart. For this, the theory known as Burns' Transformation leadership introduced by James MacGregor Burns will be utilized to explain what activities the management should do. In this theory, leadership is defined as an approach that entices and creates positive change in followers whose overall end-goal is not only bringing success to the company but also molding followers into leaders. The core of this theory is raising each other’s (leader and followers) to higher levels of morality and motivation. It is simple to be a manager, in technical terms and towards factual tasks and activities but to be leader is to act as a role model for followers and to challenge them to "take greater ownership for their work". (Contributors).

**Influencing factors that affect both individuals and team performance:**
In order to determine the effect of both individual and team performance to the company, influencing theories that correlate to this will be explained below:

- **Team structure and selection:** Based on the restructured organizational chart, it is evident that more tasks and activities have been added to enhance the marketing plan of the department as well as encourage cooperation from other teams. With team structure, the management will be able to select and appoint the experienced staff that will be responsible for given tasks. This way, in terms of team performance, positive results can be expected if
certain tasks are appointed to the right individual. This will also improve individual performance since the individual will be able to hone their skills and knowledge.

- Tuckman's view: This theoretical model is well-known for assisting managers in effective team building. It follows four phases: Forming, Storming, Norming and Performing. This theoretical model cites what a team should go through together. In forming, and as mentioned in the first influencing factor, the staffs of each team are initially figuring out their positions within the department and within the company. In storming, the phrase "part of the team" is emphasized as each individual takes up the chance to address task duties and issues to the table. Here, establishing a good team relationship and a proper leadership (and managing) role is important in order to move past the problem of possible conflict of opinions. Facilitation is important and ending it with a positive result is desirable. In Norming, the staff will work together to set down a set of "regulations" and values to which they will operate. Here, the leader must as well facilitate since this is where each individual will start contributing to live up to the objectives of the company. In the final phase, Performing, synergy and the determination and motivation to work together will only provide a positive result. (Teamwork Theory: Tuckman’s Stages of Group Development)

- Frederick Herzberg, theory of Motivation: Herzberg is known for creating a theory that is greatly followed by managers in terms of motivation at work. His theory is divided into two categories: Hygiene Factors and Motivators and both correlate to the subject achieving success and satisfaction in a work environment. This is similar to the idea stated earlier about management and leadership and on how it compliments each other but in this context, the Hygiene factors all state points that cause satisfaction when they are present but sometimes does not cause satisfaction despite its presence (company policy, work conditions, salary, etc.) and the Motivators are the points that provide motivation and satisfaction (recognition, responsibility, growth, advancement, etc.)

Task 4:

Since the marketing team has been restructured to accommodate the existing departments of the company but to enhance productivity and increase market revenue, certain options have to be taken into account in order to improve management as well.

For Planning, extensive research and analysis should be conducted to ensure that all tasks and activities have been agreed upon by all departments. Staff management is important as well to ensure that results and services provided are of high quality (based on the activities done). Coordination is a factor has to be constantly improved and conducted because without the necessary coordination, staff motivation can be lost and because a negative effect on the services of the company.

McKinsey 7S Model highlights the hard and soft issues of team management that makes the organization analyze their performance by themselves. However, hard issues of the team management consist of (Strategy, structure,
Meanwhile, the soft issues include the (staff, style shared values and skills). Regarding the strategy of stride IT consulting it be can described as the plan that the company follow day by day to achieve their objectives. The structure means the organizational chart that the company have which is the Matrix chart. The system means that stride IT consulting have a specific process or routine in completing the daily responsibilities where the manager meet in each morning with all employee and distribute duties among each one of them. Staff are categorized into (IT Experts, Designers, Marketer, and Finance and customer service). Whereas the shared values at the organization are (Motivation, flexibility, responsibility, teamwork and respect). The skills that are mostly important to exist in the work environment of the work place are (Communication, creativity, time management and coping and working under pressure).
References:


Appendix:
Company background:

Stride IT consulting is a Bahraini limited liability Company that was established in 2010 with Middle East focus and practice. Stride is a full-service information security consulting firm that offer a comprehensive range of services that helps their clients protect their valuable assets. The company believe in making the digital world a safer place to live and conduct businesses. They advocate the confidentiality, integrity and availability of data is of prime importance to an organization. Stride vision is to be a leading provider of information security consulting services in MENA region. The company understand that Information Security are important as the organizations images, therefore they are working side by side with their clients in building long-term relationship.

Stride’s greatest asset is its people. Right from company’s senior management to the frontline security consultants, Stride security expertise possess the necessary skill, knowledge & attitude that is required to serve your corporation. The company consultant’s qualifications are measured by certifications and experience such as CISA, CISSP, and CEH with years of experiences in the fields

As mentioned before, Stride IT consulting is a small business within 9 employees only. The Internal stakeholders are the ones that work directly in the business while the external stakeholders are the ones that not working directly in the business but it affect the business operations and decisions. These entities includes the following categorize as it shown in the following table (Figure 1).

<table>
<thead>
<tr>
<th>Internal entities</th>
<th>External Entities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees Manager</td>
<td>Customers</td>
</tr>
<tr>
<td>Owner</td>
<td>Government</td>
</tr>
<tr>
<td></td>
<td>Society</td>
</tr>
</tbody>
</table>

(Figure 1)