

People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
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Level: master 1.

Specialty: Marketing services.

Module: English.

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2024/2025

Lesson 01: Customer Relationship Management

1. One-to-one marketing

Don Peppers, a marketing guru, answers questions in an online interview.

What is one-to-one marketing, and how does it differ from traditional marketing?

"In a nutshell, one-to-one marketing, also known as Customer Relationship Management or CRM, is based on the idea of treating different customers differently. Companies in all industries today are faced with the double problems of declining customer loyalty and shrinking profit margins.

One-to-one marketing strategies enable companies to create long-term, mutually beneficial relationships with customers. These result in greater customer loyalty and improved margins."

What are some steps a company could take to implement one-to-one marketing effectively?

One-to-one organizations create a customer feedback loop in which they say, "I know you. You tell me what you want. I'll make it - and I'll remember next time." We call this process a learning relationship, and it has four basic implementation steps (IDIC):

IDENTIFY your customers at all points of contact.

DIFFERENTIATE between your customers based on their individual needs and value to your organization.

INTERACT with your customers in a two-way dialogue.

CUSTOMIZE or **TAILOR** some aspect of your products or services based on what you learn from your customers.'

2. CRM technology

CRM technology supports a CRM strategy by **gathering**, **storing** and **analyzing** customer data. Front office systems, such as call centers or loyalty cards, gather information directly from clients, which is then **stored** and **processed** in a back office system called a **database** or **data warehouse**. (A data warehouse contains information from different databases.) Back office systems make it possible for a company to follow sales and fulfill orders.

The marketing department can use software tools to mine the data (analyse the data) stored in the data warehouse. **Data mining** reveals patterns in customer behaviour. For example, fathers have a tendency to buy branded food products, whilst mothers prefer private labels. Relationship marketers can then tailor or customize their marketing efforts towards the customer. With CRM technology, mass customization is possible. This means that each customer will receive slightly different offers and discounts.

3. Privacy

Consumer protection groups or watchdogs are concerned about the gathering and storing of large quantities of customer information. A company should protect its customers' privacy. Customers may wish to keep their purchases **confidential**, or secret. Most companies have a **privacy policy**. They promise not to disclose customer data by revealing it to other people, or to share customer records with other companies. Companies encrypt the information, changing it into a secret code. This ensures that it is not available to people outside the company, and so prevents accidental disclosure of information.

Lesson 02: Public Sector Marketing

1. Introduction to Marketing

Marketing is the process of promoting, communicating, and delivering products or services to customers. It includes advertising, research, branding, and customer engagement.

There are two main areas where marketing is applied:

- **Public Sector** (non-profit, government-based)
- **Private Sector** (for-profit businesses)

2. What is Public Sector Marketing?

Public sector marketing is the use of marketing techniques by **government organizations, municipal bodies, or non-profit institutions** to promote public services, influence behavior, and engage citizens.

Objectives of Public Sector Marketing:

- Inform and educate the public.
- Raise awareness about social issues (e.g., health, environment).
- Encourage behavior change (e.g., stop smoking, use seatbelts).
- Improve the image and accessibility of public services.
- Increase participation in government programs.

Examples:

- COVID-19 vaccination awareness campaigns.
- Anti-drug or anti-smoking ads.
- Traffic safety awareness campaigns.
- Recycling or environmental protection initiatives.

3. What is Private Sector Marketing?

Private sector marketing is used by **businesses** to attract customers and sell their products or services. It is **profit-driven** and uses various marketing strategies to compete in the market.

Objectives of Private Sector Marketing:

- Increase sales and market share.
- Build strong brand awareness.
- Understand customer needs.
- Promote products or services.
- Gain a competitive advantage.

Examples:

- A mobile phone company launching a new product.
- A clothing store advertising a sale.
- A coffee shop using loyalty cards to keep customers.

4. Key Differences Between the Sectors

Aspect	Public Sector	Private Sector
Main Goal	Serve the public, raise awareness	Make a profit, sell products
Funding	Taxes, government budgets	Sales, investments
Target Audience	Citizens, communities	Customers, clients
Marketing Focus	Social good, behavior change	Customer satisfaction, brand loyalty
Advertising Budget	Limited, budget-controlled	Flexible, often larger
Success Measured by	Public participation, improved behavior	Revenue, growth, customer loyalty

5. Marketing Strategies Used

✓ Public Sector Strategies:

- Public awareness campaigns.
- Community outreach programs.
- Social media for public service announcements.
- Educational materials and posters.
- Collaborations with schools or NGOs.

✓ Private Sector Strategies:

- TV and digital ads.
- Sponsorships and influencer marketing.
- Product packaging and design.
- Loyalty programs and sales promotions.
- Email and content marketing.

6. Challenges

Public Sector:

- Limited budget.
- Bureaucratic procedures.
- Public skepticism or low engagement.

Private Sector:

- High competition.
- Changing customer preferences.
- Maintaining brand reputation.

7. Conclusion

Public and private sector marketing share tools and techniques but serve different purposes. Understanding both helps us see how marketing shapes society — not just to sell, but also to inform, protect, and support communities.

Lesson 03: Street Marketing and Sampling

1. History of street marketing:

Music bands were the first to use **street marketing** to **spread the word** - inform people - about their concerts and recordings. People pass on information by **word of mouth**, talking to their friends and family. Originally, a street team was a grassroots organization (an informal group of unpaid volunteers). The teams are not normally paid for their grassroots promotional efforts but are rewarded with free tickets and merchandise (or swag), such as CDs and T-shirts.

Professional street team management firms have now adopted the concept. These professional street teamers are often called street marketing groups. They can help get the word out about (or publicize) an upcoming event or new products and services.

2. Aims of street marketing:

Marketing managers choose this form of direct marketing for various reasons:

- To **build awareness**, or knowledge, of a product amongst a specific demographic – for example, men aged 20 to 35
- To **increase the purchase** consideration (get consumers to consider buying a product).
- To **create a buzz** so that the target starts to talk about the brand.
- To establish a dialogue with potential consumers (start talking and listening to people's opinions about the brand).
- To turn consumers into brand ambassadors who will relay or pass on the brand messages.
- To **build** the credibility of a brand by convincing influential and trusted peer members.
- people of the same age or with the same interests - of the advertiser's target market to use the brand.

3. Successful street marketing tactics:

Street teams operate in high traffic areas where the target audience work or relax, such as festivals, concerts, trade fairs and shopping centers.

Street marketing uses a variety of **guerrilla**, or **unconventional, marketing activities** to attract the attention of their target or to get in their faces.

- **Product sampling** - street teamers give out, or hand out, free samples.
- **Posting**, or putting up, stickers and posters.
- Collateral distribution - hand-to-hand distribution of flyers, postcards, leaflets and small gifts, also called giveaways or goodies.
- Costumed actors and wrapped vehicles to create a brand experience.

Lesson 04: Activities

Activity one: fill in the blanks with the appropriate word from the box:

Sampling	street	try	guerilla	attract	audience	potential
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1. marketing takes place in public places to engage customers directly.
2. One common method of street marketing is, where companies give free products to Customers.
3. marketing is a creative and low- cost strategy to Attract attention in unconventional ways.
4. The main goal of product sampling is to encourage customers to the product before buying it.
5. A successful street marketing campaign should target the right in the right location.

Activity two: say whether this sentences are true or false.

1. Street marketing is a traditional form of advertising.
2. Product sampling allows customers to try a product before purchasing it.
3. Guerilla marketing is a high-cost strategy that requires a large budget.
4. Buzz marketing relies on people talking about a product and sharing their opinions.
5. Street marketing campaign can only take place inside shopping malls.

Lesson 05: Managing Service Quality

Service Quality refers to the customer's perception of how well a service meets or exceeds their expectations. It is not only about *what* is delivered but also about *how* it is delivered. Unlike products, services are intangible and often judged based on personal experience, emotions, and interactions with staff.

Example: Someone visits two dental clinics:

- In the first clinic: the staff is polite, the appointment is on time, and the dentist explains everything clearly.
- In the second clinic: the staff is cold, the doctor is late, and no explanation is provided.

Which clinic do you think the customer will prefer? Of course, the first one.

The Importance of Managing Service Quality:

- It leads to **customer satisfaction**
- It helps in **retaining customers** and reduces customer loss to competitors
- It creates a **positive reputation** through word-of-mouth
- It increases **revenue and profit**
- It improves **employee performance** and builds customer trust

The SERVQUAL Model for Measuring Service Quality:

Is made to measure the difference between what people want and how they feel about the service they get. It is based on **five main dimensions**:

Dimension	Description
1. Tangibles	The appearance of the place, equipment, and staff
2. Reliability	The ability to deliver the promised service accurately
3. Responsiveness	Willingness of employees to help and serve quickly
4. Assurance	The employees' knowledge and confidence that makes the customer feel safe
5. Empathy	Providing individual attention and care to each customer

The GAP Model of Service Quality:

This model explains the **reasons why service quality problems happen**, by identifying five gaps.

❖ The Five Main Gaps :

Gap 1: The difference between what customers expect and what managers think they expect.

Gap 2: The difference between managers' understanding and the service design.

Gap 3: The difference between service design and service delivery.

Gap 4: The difference between service delivery and what was advertised or promised.

Gap 5: The final difference between customer expectations and the actual experience.

