

- Organic model: a structure that is flat, uses cross-hierarchical and cross-functional teams, has low formalisation, possesses a comprehensive information network, and relies on participative decision-making.
- Imitation strategy uses both mechanistic and organic models.
- Organisational structure is affected by size (the bigger, more mechanical), technology (non-routine: organic, routine: mechanistic), environment (simplicity: mechanic, complex: organic), strategy (planning and organising)

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LEARNING OBJECTIVES – Marketing and Branding

- Know what is meant by Marketing Research
 - Marketing research = information about a specific product or service. Usage: generation, improvement and testing of the product, consumer targeting, sales forecasting, packaging and advertising, display. Methods: existing internal data, consumer panels, focus groups.
- Awareness of the process of Marketing Research
 - 3 different types: exploratory (preliminary data needed), descriptive, causal (experiment)
- Understand the differences between basic and applied marketing research
 - Basic: for no specific decision
 - Applied: conducted to address a specific marketing decision for a specific firm or organisation
- Understand the difference between product & brand
 - Product = anything that is available for use or consumption in the market
 - Brand = involves dimension that differentiates it from other products in the market that satisfy the same needs
- Awareness of Brand identity
 - A consistent promise.
 - Defines the organisation.
 - A unique and consistent look, feel, tone and voice for all the communication.
 - Conveys at a glance what differentiates your product/services from others.
- Understand the difference between Brand Awareness and Brand Insistence
 - Brand Insistence basically means customer loyalty. The customers won't buy the same products from any other brands. Brand Identity is only related to the organisation and the product/service, and does not refer to the customers.

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