Global Marketing Essay. TASK Students should prepare a 2,000-word essay on the topic outlined below. The definition of “Marketing” has evolved over the years from production to product to sales to societal consumer-centric marketing. There are numerous iterations of the concept, ranging from Ernest Dichter, Philip Kotler, Theodore Levitt, David Aaker, Martin Lindstrom to Douglas Van Praet and others. Increasingly, “creating and delivering relevant value” has become the key requirement when planning the launch or relaunch of products and services. Sometimes, it is about an “unmet need”, but often what precisely constitutes “value” for consumers is ill-defined or misunderstood within an organization. Meeting currently unmet needs requires careful evaluation, e.g. potential market size, the relative importance of fulfilling such a need, the appropriateness and desirability for the value proposition in different parts of the world. Further, brands may evolve their value proposition over time to better meet changing consumer needs. The correct identification of a value proposition from the consumer point of view is critical to market success. Some approaches include adding more functional benefits to existing products, sales promotions, micro-targeting, etc. To what extent are these basic approaches still relevant in a volatile and uncertain environment? Are there are strategies to meet evolving needs? Task : Essay With reference to an existing global brand, analyze the extent to which it is delivering identifiable value to its consumers. Guidelines The analysis may include (but is not limited to) messaging analysis and strategy (marketing communications), description of the target market and the corresponding relevance of the value proposition, positioning, how and the value proposition is relevant globally, potential adjustment of the value proposition in future (if needed and why), the consumer insight which identified the value proposition, etc. Keep in mind that the value proposition may be functional, emotional or both and may involve texture, packaging, color, claims, size, dosage, application (s), design, communication channels. Using the marketing mix may provide a useful format for the essay. It is important however to identify the single most important value proposition which differentiates the brand from its current competition.