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**MKTG 300 Assignment**

**Part One**

The weakness of having a higher employee turnover rate at Disney has the potential of negatively affecting its sustainability. That notwithstanding, the company can change the weakness into a strength by offering greater flexibility for employees. In particular, the company can use its high turnover rates to offer flexible work arrangements for nonessential employees in the company. The integration of remote work schedules has the opportunity of encouraging more employees to remain in the organization through improved life and work balance (Felstead and Henseke, 2017). Similarly, the high turnover rate at the company can be changed into a strength through proper identification of talented employees. This can be achieved through the recruitment of employees that are cultural and behavioral fits for the positions advertised. Through this action, the company can retain only the right employees and those that share in the company's culture.

The decision to provide greater flexibility for employees has significant implications on the functions of marketing, finance, management, and operations. In particular, the decision could potentially increase the costs for management, finance, and operations. Similarly, the action makes the function of marketing to be more complicated because of the disjointed coordination between different departments and employees. Increasing flexibility through remote work schedules can also affect management through poor coordination of activities and failure of employees to meet deadlines. The operational efficiency of the organization could also be exposed to potential flaws through increased disruptions and distractions. Still, the limitation of employees through thorough recruitment practices could also affect the operations of the organization through reduced availability of employees. Through reduced recruitment activities, the company risks affecting its management of resources because of limited labor personnel.

**Part Two**

**Announcing and promoting the program**

The successful implementation of the proposed program is dependent on the choice of strategies for announcing, marketing, and promoting the program internally. As part of this process, the CEO should use the strategy of emailing as an effective way of announcing and marketing the new program. In particular, the organization should develop a specific email message to be shared with relevant stakeholders, including employees and managers. However, making the announcement requires a physical meeting with employees and having a formal set up where the explanation and justification are made. Besides, the promotion of the program can be achieved through consistent sharing of reviews to provide proof of the program's effectiveness. According to Thackeray et al. (2008), sharing of reviews is highly effective in promoting social programs within organizations. Through this process, employees are likely to feel involved and become convinced about the potential gains from implementing the program.

The announcement and promotion of the program should also be based on the goal of enhancing inclusivity among employees. In particular, promotion can be done using point personas across different departments that can be identified to push the agenda of the program. In particular, selected employees would be tasked with the role of explaining the concept of the program to other employees within their spheres of influence. Besides, the marketing of the program can be achieved through in-house education and training sessions targeted at different employees. Through training and education, employees have a better understanding of proposed programs (Cascio, 2019). In turn, this approach facilitates increased rates of adoption of new programs and effectively reduces the potential for widespread resistance.

**Marketing Action**

The reversal of the negative image associated with Disney should be a top priority for its management. Indeed, the company should use social awareness campaign to endear itself to the general public and reestablish a positive reputation among its customers. According to Wood (2008), social awareness campaigns are marketing efforts aimed at building positive public recognition of a problem through messaging and media. In this regard, a social awareness campaign would facilitate a positive perception of the company based on its potential to own up and take responsibility for its actions. In implementing the social awareness campaign, the organization should integrate a multiplicity of approaches, including videos, infographics, and ads. Through this strategy, the organization can market itself as a respectful place of employment that does not violate or discriminate against people of diverse cultures. More specifically, the company could launch a campaign committing to preventing all forms of violence and appreciating the diversity of workers.

The choice of social awareness campaign should be marketed extensively to reach a wider cross-section of target customers for the company. In achieving this extensive reach, the company should incorporate different media in pushing the message and social awareness. Particularly, the company should integrate its website, social media pages, and other online platforms in pushing the message of social awareness. Besides social media and the internet, the company should also use print media and television and radio advertisements to help extensively market the company as a socially responsible organization. In so doing, the company would position its brand as one that respects the diversity of workers and shuns any forms of discrimination and violence. Ultimately, the combination of different strategies and platforms in pushing the social awareness campaign can positively influence the company's reputation.

**Impacts of the Actions**

The use of social awareness campaign in promoting the reputation of the company has a positive impact on its marketing, operations, management, and finance functions. Even though the actions entail an extra expenditure on the part of the organization, it has significant cost benefits in the long term. Indeed, the company requires in excess of $12.1 million to fund the anti-harassment training program. However, these costs are relatively cheaper based on the potential gains from having a positive reputation in public. In the long term period, the organization will save huge opportunity costs that would have been incurred through lost sales. Similarly, the company will also save significant expenditure that would have been absorbed into marketing activities based on the positive reputation held by its target consumers.

Besides the cost implications of the new proposals, the company also experiences significant impacts on its operations and management functions. In particular, the allocation of time for rain means that the normal functioning of the business would be disrupted. In turn, the organization would require more allocation of human resources to cater to the demand for extra services within the organization. All these changes have significant impacts on the organization's management through changes in organizational structure. Moreover, the social awareness campaign impacts the company's operations through changes in the responsibilities and duties of different employees. The new program necessitates realignments and reallocation of duties to different employees and departments. Consequently, the execution of the proposed social awareness campaign should be tuned to reflect significant gains in the company's functions.

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