



Boston University British Programmes
British and European Marketing Strategy
COM CM 521
Jacqui Bishop
Core Class, Core Phase,

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Lectures:

Course Objectives:

On completion of this unit, students will be able to:

- Apply the principles and functions of marketing in various types of markets and industries
- Develop a strategic, integrated marketing plan that considers the micro, proximate and macro environment
- Appraise and apply appropriate strategic marketing tools to develop the marketing plan
- Prepare a promotion plan that is feasible within the European market
- Recognise the additional complexities of marketing products and services internationally

Additional Information

You are expected to follow the recommended reading indicated within this syllabus. This reading will be supplemented with academic papers that will be handed out during class. Marketing is a dynamic subject and you will also benefit from reading a quality daily newspaper such as The Times, The FT and/or The Guardian. Copies of Marketing Week are available in the library.

Relevant case studies will enable you to examine realistic marketing management issues within class.

Key concepts will include the marketing and promotional mixes, segmentation and branding, international marketing and marketing planning. These concepts will be discussed in a European context.

Assessment

There are three assessments:

1. Assignment (20%): Following your visit to the Brand Museum, you are expected to produce a 1200 word paper in which you '*Analyse the impact of macro environmental factors on packaging and branding throughout the 20th Century*'.
Submission:
2. Examination (30%) <http://www.bu-london.co.uk>
3. Group presentation (40%): You will also complete a group project. This will be based on the development of a promotional plan for the UK market. Presentations will take place
4. Peer evaluation (10%): You will be given an opportunity to grade your colleagues on their contribution to the promotional plan (see above).

GRADING SYSTEM

The following Boston University table explains the grading system that is used by faculty members on Boston University's British Programmes.

<u>Grade</u>	<u>Honour Points</u>	<u>Usual%</u>	<u>Definition</u>
A	4.0	93-100	Excellent
A-	3.7	89-92	
B+	3.3	85-88	
B	3.0	81-84	Good
B-	2.7	77-80	
C+	2.3	73-76	
C	2.0	69-72	Satisfactory
C-	1.7	65-68	
D	1.0	60-64	Low pass
F	0.0	Below 60	Unmarked Fail

“**Incomplete**” or I grades are not permitted to be issued by faculty, because of the obvious difficulty in making up missed work once the student has left the country. All work must be completed on time. The grades reflect the quality of the work.

It is also important to realise that grades below C may not be transferable to non BU students' home institutions. Lecturers and students should use the following criteria for an understanding of what each grade means.

“Withdrawn” The Boston University Provost has announced that faculty members may no longer assign grades of "W" (Withdrawn). In supporting this policy, the Registrar's Office will no longer assign W grades on individual students' official Boston University records, even if the grade sheet has a "W" recorded for a student. Alternative grades to "W" are "F" (Failing) or "MG" (Missing Grade).

A, This exceptional grade is assigned only to work that has persistently outstanding quality in both substance and presentation. The student must demonstrate a sustained capacity for independent thought and extensive study, producing rigorous and convincing analyses in well-ordered prose.

A-, Awarded to work that is clearly focused and analytical, and based on wide reading. The student must cover all the principal points of a question and systematically develop a persuasive overall thesis, allowing for one or two venial omissions or inapt expressions.

B+, B, B- This range of grades indicates that the student has shown some evidence of original thought and intellectual initiative. The student has cited sources beyond the class materials, and shown a degree of originality in perception and/or approach to the subject. The work will show thoughtful management of material, and a good grasp of the issues. The differences between a B+, a straight B and a B- may reflect poor presentation of the material, or mistakes in punctuation, spelling and grammar.

C+, C, C- Work in this grade range is satisfactory, but uninspiring. If the work is simply a recitation of the class materials or discussions, and shows no sign of genuine intellectual engagement with the issues, it cannot deserve a higher grade. Should an essay fail to provide a clear answer to the question as set, or argue a position coherently, the grade will fall within this range. Quality of presentation can lift such work into the upper levels of this grade range. Work of this quality which is poorly presented, and riddled with errors in grammar, spelling and punctuation, will fall into the lower end of the range. To earn a passing grade, the work must demonstrate that the student is familiar with the primary course material, be written well enough to be readily understood, be relevant to the assignment, and, of course, be the student's own work except where properly cited.

D or F The failing grade indicates the work is seriously flawed in one or more ways:

- Obvious lack of familiarity with the material
- So poorly written as to defy understanding
- So brief and insubstantial that it fails to properly address the subject
- Material presented is not relevant to the assignment
- Demonstrates evidence of plagiarism

Course Chronology

Session 1:

Strategic marketing planning (1)

- Introduction to the programme
- The role of marketing and marketing orientation
- The importance of planning and the relationship of marketing planning to the strategic planning process
- The marketing planning process
- The marketing audit and SWOT analysis
- Assignment briefing

Case: *The Airline Industry*

Reading: *Adcock 1, 2, 3, 21*

Session 2:

Strategic marketing planning (2)

- Developing marketing objectives
- The Ansoff matrix
- Relationship marketing and CRM

Video: *Coca-Cola*

Case: *The Airline Industry*

Reading: *Adcock 4, 5*

Session 3:

Field trip to Brand Museum

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Field Trip: Brand Museum, 2 Colville Mews, off Lonsdale Rd, Notting Hill, London, W11 2AR, 020 7908 0880,

www.museumofbrands.com

Assignment: 'Analyse the impact of macro environmental factors on packaging and branding throughout the 20th Century'.

Submission: Wed 18 June

Session 4:

The target marketing process

- Segmentation approaches in organisational and consumer markets
- Evaluating segments to determine targeting strategy
- Perceptual mapping and the positioning concept

Case: *The Starbucks story*

Reading: *Adcock 6, 8*

Session 5:

Strategic product and pricing management

satisfaction

- The role of the product in achieving customer satisfaction
- Brand strategy
- Portfolio analysis
- The new product development process
- The problems associated with services marketing
- The role of price within the marketing mix: objectives, strategies and tactics

Case: *The Starbucks story*

Reading: *Adcock 11, 12*

Session 6: Strategic place and communication management

- Formulating distribution strategy
- Managing distribution channels
- The growth in direct channels
- The promotional planning process
- Determining the promotional mix

Video: Tesco

Case: Tesco

Reading: Adcock 13

Guest: Miranda Leslau - PR

Session 7: International marketing strategy

- Macro environmental factors driving world trade
- The international trade environment
- International market entry strategies
- The international marketing mix

Reading: Adcock 25

Session 8: The importance of information throughout the marketing

plan

- The MKIS
- The marketing research process and the research plan
- Primary/secondary sources of data
- Primary research techniques

Case: Marks & Spencer

Reading: Adcock 22

Session 9: Group Presentations

Session 10: Final Exam

Reading

Core Text

"Marketing Principles and Practice" (4th edition) Adcock, Bradfield et al. Financial Times, Pitman Publishing, ISBN: 0273 64677X

Optional Texts:

"The Marketing Book." M J Baker. ISBN 07506 4114 2

"Marketing management" Kotler ISBN 0130156841 would also be fine if you prefer a US textbook.

Specialised Texts:

"Marketing Communication." C Fill. ISBN 0130102296

"Strategic Marketing Communications" Smith, Berry and Pulford. ISBN 0749429186

Introductory reading in marketing (Should you need it)

"Understanding Marketing." Davies. Prentice Hall, ISBN: 0 13 490467 2

Paper

"Best Global Brands." Business Week, August 6, 2007

Terms and Conditions

Students are expected to attend each session and to be punctual. A register of attendance will be taken at the beginning of each session, and may count towards the moderating of your final grade. Anyone who for legitimate reasons cannot attend a class or will be late attending must give advance notice of his/her projected absence. Leaving it to another class member to convey messages will not be acceptable.

Class participation is a very important part of the learning experience. You are expected to ask questions and take part in discussions. You will be expected to discuss the importance of design in marketing after your visit to the design museum.

Plagiarism

Boston University's Code of Student Responsibilities states:

All students are responsible for having read the Boston University statement on plagiarism, which is available in the Academic Conduct Code. Students are advised that the penalty against students on a Boston University program for cheating on examinations or for plagiarism may be "expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the dean."

The value of any grade, credit, honour or degree received by a student presupposes that all work submitted by a student is his or her own. A student who uses or relies upon the work of others or who, except under conditions expressly permitted by the instructor, furnishes assistance to another student, violates the standards of the University. Students must insist upon academic honesty and integrity from their fellow students and must report promptly any case of alleged violation of academic conduct. Failure to do so is a violation of this code.

Plagiarism can take many forms, including the reproduction of published material without acknowledgement, or representing work done by others as your own. This includes the increasingly common practice of purchasing and downloading work from Internet "paper mills." Students should be extremely careful when submitting work for this course that all work is correctly sourced. Print-outs of web sites that have been used in research may be required by the lecturer in cases of a grade dispute and all web site based reference material should be kept by the student until after the end of the semester.
