



Boston University International Programs
London

Boston University British Programmes
British and European Marketing Strategy
COM CM 521 (Core course)
Spring 2011

Instructor Information

A. Name	Jacqui Bishop
B. Day and Time	Wednesday and Thursday, 9.00am to 1.00pm
C. Location	Bell room, Crofton, 14 Queens Gate, SW7 5JE
D. BU Telephone	020 7244 6255, 07957 691 990 (mobile)
E. Email	[REDACTED]
F. Webpage	www.bu-london.co.uk/academic/CM521
G. Office hours	By appointment

Course Objectives

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

- Evaluate the role of the marketing planning process in a range of marketing contexts
- Conduct a marketing audit that includes a detailed assessment of the external and internal marketing environment
- Develop a strategic, integrated marketing plan with appropriate appraisal and application of strategic marketing tools
- Evaluate segmentation approaches in a range of contexts
- Use the marketing mix to achieve marketing and corporate objectives
- Prepare a communications strategy that is feasible within the European market
- Recognise the importance of relationship marketing when developing strategies

Assessment

There are four 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: Wed 2 Feb.
2. Examination (30%): **Mon 14 Feb.** Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.
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 on **Thurs 10 Feb.**
4. Peer evaluation (10%): You will be given an opportunity to grade your colleagues on their contribution to the promotional plan (see above).

Grading

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism:

<http://www.bu-london.co.uk/files/images/ACADEMICHANDBOOKSP11.pdf>

Course Chronology

Students must check their email and the weekly Student Newsletter for field trip updates and reminders, if any are to be included.

Thurs 13 Jan Strategic marketing planning (1)

- Introduction to marketing, its value and its role
- The purpose of marketing planning and the relationship of marketing planning to the strategic planning process
- The stages of the marketing planning process
- The marketing audit: the UK macro environment
- Assignment briefing

Case: The Airline Industry

Reading: Dibb et al, Chapter 1 and 2

Pink Pound Shrinks as more gay couples become parents, Observer, 25 April 2010

The Tyranny of Choice: You Choose, The Economist, 18-31 December 2010, pp113-115

Wed 19 Jan Strategic marketing planning (2)

- The marketing audit (2): the internal environment
- Performing a SWOT analysis
- Strategic objectives and strategic focus
- Generating alternative strategic options
- Relationship marketing and CRM

Case: The Airline Industry

Reading: Dibb et al, Chapter 3

Kim et al Blue Ocean Strategy. Harvard Business School Press. (Chapter 1)

How the Internet Ate the Record Business, Word Magazine, November 2010, pp60-66

What Adland Can Learn from Movie Making, Campaign, 6 March 2009, p6

Thurs 20 Jan Field trip to Brand Museum 11am

Meet at Notting Hill Gate tube station (Portobello Market exit) – a detailed email will be sent soon

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: Thurs 10 February

Wed 26 Jan

Segmentation, targeting and positioning

- Segmentation as a basis of selecting markets
- Segmentation approaches in different organizational contexts and sectors
- Target marketing strategies
- Positioning strategy and the value proposition

Case: John Lewis: A British tradition

Reading: Dibb et al, Chapter 6, 7 and 8

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Tesco most searched food and drink term in the UK, 9 December 2010, <http://www.marketingmagazine.co.uk/news/1045994/Tesco-searched-food-drink-term-UK/?DCMP=ILC-SEARCH>

Why companies watch your every Facebook, YouTube, Twitter move, 3 October 2010, <http://www.bbc.co.uk/news/business-11450923>

Thurs 27 Jan

Strategic product and pricing management

- The role of the product in achieving customer satisfaction
- Managing and planning product portfolios
- Brand strategy, developing and building brand value
- Innovation and new product development
- The role of price within the product portfolio

Case: John Lewis: A British tradition

Reading: Dibb et al, Chapter 11 and 12

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Gap scraps logo redesign after protests on Facebook and Twitter, 12 October 2010, <http://www.guardian.co.uk/media/2010/oct/12/gap-logo-redesign>

Wed 2 Feb

Strategic place and communication management

- Distribution strategies to achieve organisational and marketing objectives
- Management and control of distribution channels
- The importance of direct channels
- Marketing communications strategy
- Measuring the impact of marketing communications

Video: Tesco

Case: Tesco

Reading: Dibb et al, Chapter 17

Adcock et al, Chapter 15

Kotler, Chapter 17

Twitter unveils 'promoted tweets' ad plan, Guardian, 13 April 2010

Get a Promotion, The Marketer, December-January 2011, pp28-31

Rise of the Image Men, The Economist, 18-31 December 2010, pp124-126

Thurs 3 Feb

International marketing strategy

- Marketing strategy in an international context
- Macro environmental factors driving world trade
- The international trade environment
- The international marketing mix

Reading: Dibb et al, Chapter5

Global Expansion, Retail Week, 17 December 2010, p17

**** Contingency Class Date: Friday 4 February. Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.**

Wed 9 Feb

Managing marketing

- The role of the manager/leader
- Achieving the vision
- Building a high performance team
- The value of internal marketing

Case: Marks & Spencer

Study: Managing Marketing, Chapter 5, Management Skills

Thurs 10 Feb

Group Presentations.

**** Please note: students will have their first Internship Tutorial meeting on the day of their eighth or ninth (last) Core lecture, 9 or 10 February.**

In addition, all students must attend a Mandatory Internship Briefing that will not conflict with your exam on Monday 14 February at the Cine Lumiere, 17 Queensberry Place, London, SW7 2DT. You will be emailed with the time closer to the date.

Mon 14 Feb

Final Exam

Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.

Readings

Additional readings are posted on the course webpage:

<http://www.bu-london.co.uk/academic/521> (you must be logged in to view materials).

Current news articles will be given out in class.

Core texts

Dibb, S., Simkin, L., Pride, W. and Ferrell O.C. (2006) *Marketing: Concepts and Strategies. 5th European edition*. Abingdon, UK: Houghton Mifflin.

Kotler, P. and Keller, K. L., (2008) *Marketing Management, 13 Edition*, Prentice-Hall.

Additional Texts (Chapters identified are available on course webpage)

Dibb, S., Simkin, L., Pride, W. and Ferrell O.C., (2005) *Marketing: Concepts and Strategies. 5th European edition*. Abingdon, UK: Houghton Mifflin. (Chapter 22)

Kim, C. K., Maugorgne, R., (2005) *Blue Ocean Strategy*. Harvard Business School Press. (Chapter 1)

Kotler, P. and Keller, K. L., (2007) *Marketing Management, 12 Edition*, Prentice-Hall. (Chapter 17)

Palmer, R., Cockton, J. and Cooper, G. (2007) *Managing Marketing, Marketing Success Through Good Management Practice*. Butterworth. (Chapter 5)

Articles (Available on course webpage)

Gap scraps logo redesign after protests on Facebook and Twitter, 12 October 2010, <http://www.guardian.co.uk/media/2010/oct/12/gap-logo-redesign>

Gen Y in The Workplace, HBR, February 2009

Get a Promotion, The Marketer, December-January 2011, pp28-31

Global Expansion, Retail Week, 17 December 2010, p17

How the Internet Ate the Record Business, Word Magazine, November 2010, pp60-66

Pink Pound Shrinks as more gay couples become parents, Observer, 25 April 2010

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What Adland Can Learn from Movie Making, Campaign, 6 March 2009, p6

Why companies watch your every Facebook, YouTube, Twitter move, 3 October 2010, <http://www.bbc.co.uk/news/business-11450923>

The following links provide further insights into this syllabus and will be useful for you to better understand the subject area and to complete your assessments. Some of the links are serious while others take a humorous approach to make their point.

<http://adage.com/images/random/1109/aa-newfemale-whitepaper.pdf>: an insight into the new female consumer

<http://www.blog.totalmarketingsolutions.co.uk/>: Covers several areas of the syllabus:

<http://www.brandchannel.com/papers.asp>: Brand information:

http://www.clipser.com/watch_video/57693: PEST/technological: 3D printing could influence our communications efforts

<http://www.connectedmarketing.org/2007/06/27/series-2-lois-kelly-interview-may-2007/>: Word of mouth marketing podcast

http://www.economicsnetwork.ac.uk/links/data_free.htm: Economic and market data to help with your group assessment

<http://www.emailmarketingvoodoo.com/>: Email marketing

<http://www.guardian.co.uk/society/2008/dec/12/obesity-children-health>: PEST/social: obesity is a problem in the UK

<http://www.interbrand.com/>: Branding

<http://www.interbrand.com/en/best-global-brands/best-global-brands-2008/best-global-brands-2010.aspx>: Best brands 2010

<http://www.quickmba.com/strategy/porter.shtml>: Porter: an overview of the five forces

<http://www.statistics.gov.uk/hub/population/index.html>: an overview of the British population

<http://www.theguardian.co.uk>

<http://www.youtube.com/watch?v=hXBcmqwTV9s>: PEST/economic: fun take on the credit crunch

<http://www.youtube.com/watch?v=PujlvJhEEE0>: Internal Marketing: what it isn't

www.hatads.org.uk: UK advertising archives