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)  
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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:

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 all, Chapter 1 and 2
- Pink Pound Shrinks as more gay couples become parents, Observer, 25 April 2010

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 all, Chapter 3
- 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
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


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

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
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, Chapter 5
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

**Additional Texts (Chapters identified are available on course webpage)**


**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](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


Twitter unveils ‘promoted tweets’ ad plan, Guardian, 13 April 2010

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](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://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.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.theguardian.co.uk

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

http://www.youtube.com/watch?v=PujlyJhEEE0: Internal Marketing: what it isn’t

www.hatads.org.uk: UK advertising archives