Boston University British Programmes
British and European Marketing Strategy
COM CM 521 (Core Course)
Summer 2009

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: jacqui@bbdirections.com
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: Thurs 18 June.

2. Examination (30%): Thurs 25 June
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 Wed 24 June
4. **Peer evaluation (10%)**: You will be given an opportunity to grade your colleagues on their contribution to the promotional plan (see above).

**Grading**


**Course Chronology**

**Wed 27 May**  
**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 external environment
- Assignment briefing

*Case:*  *The Airline Industry*  
*Reading:*  *Dibb et all, Chapter 1 and 2*

**Thurs 28 May**  
**Strategic marketing planning (2)**
- The marketing audit (2): the internal environment
- Performing a SWOT analysis
- Developing marketing objectives
- Generating alternative strategic options
- Relationship marketing and CRM

*Case:*  *The Airline Industry*  
*Reading:*  *Dibb et all, Chapter 3*

**Wed 3 June**  
**Segmentation, targeting and positioning**
- Segmentation as a basis of selecting markets
- Segmentation approaches in different organizational contexts and sectors
- Target marketing strategies
- Market positioning strategy and the organisation’s value proposition

*Case:*  *The Starbucks story*  
*Reading:*  *Dibb et all, Chapter 6, 7 and 8*  
*The Word, February 2009*

**Thurs 4 June**  
**Field trip to Brand Museum 11am**
Assignment:  ‘Analyse the impact of macro environmental factors on packaging and branding throughout the 20th Century’.  
Submission:  Thurs 18 June
Wed 10 June  **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:*  *The Starbucks story*
*Reading:*  *Dibb et all, Chapter 11 and 12*
  *Get Fat on Chat, The Marketer, March 2009*
  *Brand Strategy, February 2009*

Thurs 11 June  **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*
  *No Time wasters, The Marketer, April 2009*
  *Campaign, 6 March 2009*
*Guest:*  *Ivan Newman, The Living Brand*

**Make-up Class Date: Friday 12 June.** Should any class dates need to be rescheduled, students are obligated to keep this date free to attend classes.

Wed 17 June  **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 all, Chapter 5*
  *SABMiller Globalisation Debates, July 2008*
*Guest:*  *Jo Stephanos, Retail Marketing*

Thurs 18 June  **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*
  *Gen Y in The Workplace, HBR, February 2009*
Wed 24 June Group Presentations

** Please note: All students must attend an Internship Briefing at 3pm on Tuesday 23 June in the Crofton Bell room. LM students will then have their first Internship Tutorial on Tuesday 23 June at 4pm in the Prince Consort room (43 Harrington Gardens).

Thurs 25 June 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/cm521

Core texts


Additional Texts (Chapters identified are available on course webpage)


Articles (Available on course webpage)


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

http://www.youtube.com/watch?v=PuUlJhEEF0: Internal Marketing: what it isn’t

http://www.hatads.org.uk: UK advertising archives