Boston University Study Abroad London

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British and European Marketing Strategy
COM CM 521 (Core course)
Spring 2013

Instructor Information
A. Name Jacqui Bishop

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
• Evaluate the interconnectivity between corporate, business and marketing objectives and consider the impact of the external marketing environment and the organisation’s resources on their development and achievement
• Conduct a marketing audit that includes a detailed assessment of the external and internal marketing environments
• Assess the findings of the audit and use it to inform the marketing plan
• Develop a strategic, integrated marketing plan with appropriate appraisal and application of strategic marketing tools
• Evaluate segmentation approaches in a range of contexts and develop effective segmentation, targeting and positioning strategies
• 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: Thursday 7 February.
2. Examination (30%): Monday 18 February. 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 Thursday 14 February.
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 and policies on plagiarism: http://www.bu.edu/london/current-semester

Attendance Policy

Classes
All Boston University London Programme students are expected to attend each and every class session, tutorial, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:
Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness, for which students should submit the Authorised Absence Approval Form with the required doctor’s note as soon as possible). Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence

Students may apply for an authorised absence only under the following circumstances:
• Illness, supported by a local London doctor’s note (submitted with Authorised Absence Approval Form).
• Important placement event that clashes with a class (verified by internship supervisor)
• Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases (for example, death in close family) allow students to leave the programme early or for a significant break.

Unauthorised Absence:
Any student to miss a class due to an unauthorised absence will receive a 4% grade penalty to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a ‘Fail’ in the class and therefore expulsion from the programme.

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 17 Jan  
**Strategic marketing planning (1)**
- Introduction to marketing, its value and its role
- Marketing as an orientation and function
- The purpose of marketing planning and the relationship of marketing planning to the strategic planning process
- The marketing planning process: analysis, planning, implementation and control
- The marketing audit: the UK macro environment
- Assignment briefing

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

- The 10 most Googled search terms of 2012. The Week, 12 December 2012
- UK’s food poverty revealed. The Guardian, 13 December 2012

See Blackboard for additional reading and viewing

Wed 23 Jan  
**Strategic marketing planning (2) + field trip. Please note this is an all day class.**
- The marketing audit (2): the micro environment, 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


See Blackboard for additional reading and viewing

**Field trip:** Great British Retailers. Visit details to be provided during class.

Thurs 24 Jan  
**Segmentation, targeting and positioning**
- Principles of segmentation, targeting and positioning
- Segmentation as a basis of selecting markets
- Segmentation variables 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

- Outlet shopping is definitely the in thing and, what's more, it's beginning to go upmarket. Retail Focus Supplement, Winter 2012, pp 20-22.
- The New Female Consumer. Advertising Age White Paper 2009

See Blackboard for additional reading and viewing
Wed 30 Jan  The marketing mix (1)
- The role of the product in achieving customer satisfaction
- Managing and planning product portfolios
- Brand strategy, developing and building brand value
- The role of price within the product portfolio
- People and internal marketing
- Delivering service through process
- Physical evidence
- Communication through packaging

Case:  John Lewis: A British tradition
Reading: Dibb et al, Chapter 11 and 12
Starbucks brand reputation takes a hit after tax claims, Baker, Rosie, Marketing Week, 10/25/2012, Vol. 35 Issue 45, p5, 1p
See Blackboard for additional reading and viewing

Thurs 31 Jan  Field trip to Brand Museum, 10am
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 7 Feb

Wed 6 Feb  The marketing mix (2)
- 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

Case:  Tesco
Reading: Dibb et al, Chapter 17
Adcock et al, Chapter 15
Kotler, Chapter 17
Inside Amazon as it faces its busiest shopping period, BBC Technology 18 December 2012
Brands’ ‘sexist’ Christmas ads risk alienating consumers, Marketing Week, 11/15/2012, Vol. 35 Issue 48, p3-3, 1p
See Blackboard for additional reading and viewing

Thurs 7 Feb  International marketing complexities
- The global macro environment, emerging trends
- Marketing strategy in an international context
- The international trade environment
- The international marketing mix
Reading: Dibb et al, Chapter 5
Would You Like a Smile with that? NYT, 6 August 2011
Culture in UK eating, How to eat with one's fingers: the Debrett's
guide to very modern etiquette, Telegraph, 22/11/12
See Blackboard for additional reading and viewing

* Contingency Class Date: Friday 8th February. Students are obligated to keep this date
free to attend class should any class dates need to be rescheduled.

Wed 13 Feb  Managing marketing and revision
- The role of the manager/leader
- Achieving the vision
- Building a high performance team
- The value of internal marketing
- Syllabus revision

Study: Managing Marketing, Chapter 5, Management Skills
See Blackboard for additional reading and viewing

Thurs 14 Feb  Group Presentations

**Please note: students on the Internship Programme will have their first Internship
Tutorial meeting with Dr Andrey Jichev on Thursday 14th February, from 5.30pm-7.00pm
in the Bell Room, The Crofton, 14 Queens Gate, SW7 5JE.

***All students must attend a mandatory drop-in session (to sign Internship Agreement
and for any questions about placement, social programmes, travel and academics) on
Monday 18th February, 1.00-2.00pm in the Boston Room, 43 Harrington Gardens, SW7 4JU. Food will be served!

Mon 18 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 and resources are posted on the course webpage: https://lms.bu.edu
(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)

5 reasons to go with the crowd, The Marketer, May 2011 Pg 42-43

Competing for Consumer Identity, Journal of Marketing, Vol. 75 (May 11), 66-82

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

Australian Gold, The Financial Times, 5 May 2011, P 14

Would You Like a Smile with that? NYT, 6 August 2011

Tesco unveils 3D fitting room, Retail Week, 29 Feb 2012

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.interbrand.com/: Branding


http://www.theguardian.co.uk

http://www.youtube.com/watch?v=hXBeqwTV9s: 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