



Instructor (s):	Dirk vom Lehn/ Finola Kerrigan																								
Email:	vomlehnd@arcadia.edu / kerriganf@arcadia.edu																								
Course Title:	Marketing in the UK Environment																								
Course Code:	LONS BUUK 390S																								
Subject:	Business, Marketing																								
Credits:	3																								
Semester/Term:	<input type="checkbox"/> Spring <input type="checkbox"/> Fall <input checked="" type="checkbox"/> Summer																								
Course Description:	<p>This course introduces students to the importance of marketing as a philosophy of business, and to the tools of marketing to provide solutions to business problems. Examples will be drawn from the United Kingdom and the Single European Market in particular.</p> <p>The course starts with an overview of marketing as a concept and its development. It then deals with the marketing environment, the concept of a product and the product life cycle and pricing in the market mix.</p> <p>Marketing research is related to consumer behavior, communications and promotional activities. Discussion of distribution issues leads to a consideration of the factors affecting choice of distribution channels. The importance of a structured approach to new product development is explored through consideration of sources of new product ideas, development and testing and market testing.</p>																								
Course Requirements:	<p>Required Text Kotler, P & G Armstrong (2008) Principles of Marketing – 5rd European Edition. Pearson Education Ltd. ISBN: 0273720643; Cost: To Be Determined.</p> <p>Grading Scale:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Letter Grade</th> <th>Percentage</th> <th>Numerical Scale</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>95 – 100%</td> <td>3.5 – 4.0</td> </tr> <tr> <td>A-</td> <td>90 – 94%</td> <td>3.0 – 3.4</td> </tr> <tr> <td>B+</td> <td>87 - 89%</td> <td>2.7 – 2.9</td> </tr> <tr> <td>B</td> <td>83 - 86%</td> <td>2.3 – 2.6</td> </tr> <tr> <td>B-</td> <td>80 - 82%</td> <td>2.1 – 2.2</td> </tr> <tr> <td>C+</td> <td>77 – 79%</td> <td>1.7 – 1.9</td> </tr> <tr> <td>C</td> <td>73 – 76%</td> <td>1.3 – 1.6</td> </tr> </tbody> </table>	Letter Grade	Percentage	Numerical Scale	A	95 – 100%	3.5 – 4.0	A-	90 – 94%	3.0 – 3.4	B+	87 - 89%	2.7 – 2.9	B	83 - 86%	2.3 – 2.6	B-	80 - 82%	2.1 – 2.2	C+	77 – 79%	1.7 – 1.9	C	73 – 76%	1.3 – 1.6
Letter Grade	Percentage	Numerical Scale																							
A	95 – 100%	3.5 – 4.0																							
A-	90 – 94%	3.0 – 3.4																							
B+	87 - 89%	2.7 – 2.9																							
B	83 - 86%	2.3 – 2.6																							
B-	80 - 82%	2.1 – 2.2																							
C+	77 – 79%	1.7 – 1.9																							
C	73 – 76%	1.3 – 1.6																							



	<table border="1"> <tr> <td>C-</td> <td>70 – 72%</td> <td>1.1 – 1.2</td> </tr> <tr> <td>D+</td> <td>65 – 69%</td> <td>.5 - .9</td> </tr> <tr> <td>D</td> <td>60 – 64%</td> <td>.0 - .6</td> </tr> <tr> <td>F</td> <td>0 – 59%</td> <td>0.0</td> </tr> </table> <p>Assignments</p> <table border="1"> <thead> <tr> <th>Course Requirements</th> <th>Percentages</th> </tr> </thead> <tbody> <tr> <td>1. External Environmental Analysis</td> <td>7.5 %</td> </tr> <tr> <td>2. Segmentation, Targeting and Positioning</td> <td>7.5 %</td> </tr> <tr> <td>3. Final submission</td> <td>35 %</td> </tr> <tr> <td>4. Exam</td> <td>50 %</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </tbody> </table>	C-	70 – 72%	1.1 – 1.2	D+	65 – 69%	.5 - .9	D	60 – 64%	.0 - .6	F	0 – 59%	0.0	Course Requirements	Percentages	1. External Environmental Analysis	7.5 %	2. Segmentation, Targeting and Positioning	7.5 %	3. Final submission	35 %	4. Exam	50 %	Total	100%
C-	70 – 72%	1.1 – 1.2																							
D+	65 – 69%	.5 - .9																							
D	60 – 64%	.0 - .6																							
F	0 – 59%	0.0																							
Course Requirements	Percentages																								
1. External Environmental Analysis	7.5 %																								
2. Segmentation, Targeting and Positioning	7.5 %																								
3. Final submission	35 %																								
4. Exam	50 %																								
Total	100%																								
Learning Outcomes and/or Expected Student Competencies:	<p>On completion of the course, students should be able to:</p> <table border="1"> <thead> <tr> <th>Learning Outcome</th> </tr> </thead> <tbody> <tr> <td>1. Define the role and nature of marketing, its philosophies and the concept of the 'customer'</td> </tr> <tr> <td>2. Use the tools, techniques, needed resources and constraints involved in marketing decision-making.</td> </tr> <tr> <td>3. Analyze the benefits and limitations of the theoretical frameworks of marketing management</td> </tr> <tr> <td>4. Apply the theories and tools to a range of real life marketing situations</td> </tr> </tbody> </table>	Learning Outcome	1. Define the role and nature of marketing, its philosophies and the concept of the 'customer'	2. Use the tools, techniques, needed resources and constraints involved in marketing decision-making.	3. Analyze the benefits and limitations of the theoretical frameworks of marketing management	4. Apply the theories and tools to a range of real life marketing situations																			
Learning Outcome																									
1. Define the role and nature of marketing, its philosophies and the concept of the 'customer'																									
2. Use the tools, techniques, needed resources and constraints involved in marketing decision-making.																									
3. Analyze the benefits and limitations of the theoretical frameworks of marketing management																									
4. Apply the theories and tools to a range of real life marketing situations																									
Course Outline:	<table border="1"> <thead> <tr> <th>Session/ Date</th> <th>Topic</th> </tr> </thead> <tbody> <tr> <td>Session 1</td> <td> <p>Rational Planning</p> <ul style="list-style-type: none"> The role and nature of marketing Defining what is meant by the term 'marketing'. Marketing management philosophies - from production-led to market-led. Marketing ethics and social responsibility. The concept of relationship marketing, how it differs from a transaction-based approach Marketing as an organizational mindset. </td> </tr> </tbody> </table>	Session/ Date	Topic	Session 1	<p>Rational Planning</p> <ul style="list-style-type: none"> The role and nature of marketing Defining what is meant by the term 'marketing'. Marketing management philosophies - from production-led to market-led. Marketing ethics and social responsibility. The concept of relationship marketing, how it differs from a transaction-based approach Marketing as an organizational mindset. 																				
Session/ Date	Topic																								
Session 1	<p>Rational Planning</p> <ul style="list-style-type: none"> The role and nature of marketing Defining what is meant by the term 'marketing'. Marketing management philosophies - from production-led to market-led. Marketing ethics and social responsibility. The concept of relationship marketing, how it differs from a transaction-based approach Marketing as an organizational mindset. 																								



	Session 2	Analyzing the Market Environment <ul style="list-style-type: none">• Recognizing and understanding the macro and micro-environmental factors that affect markets.• Consequences of ignoring/not understanding the environment.• Understanding industry structure and the implications for competitive conditions.• Analyzing and understanding competitors - identifying them, their strategies and likely reactions to competitive actions.• Analyzing own firm within the context of the environment.• Identifying issues for action.
	Session 3	Understanding Customers, Segmentation and Targeting <ul style="list-style-type: none">• The broader definition of 'customer' - key customer groups.• Understanding consumer buying behavior - psychological, sociological and environmental factors affecting choice.• The consumer decision-making process according to the nature of the purchase, implications for marketers.• Industrial buying behavior - the importance of knowing the customer's decision-making and buying process; the• Nature of the purchase and implications for suppliers.
	Session 4	First presentations Analyzing the environment for Primo cars*
	Session 5	Marketing Information Systems <ul style="list-style-type: none">• The role of a marketing information system (MktIS), its component parts and sources of data.• Customers of the MktIS and their information requirements.• Market research - its role and limitations; the research process.• The benefits of research, the implications of the potential pitfalls and how they can be overcome.
	Session 6	Competition <ul style="list-style-type: none">• Understanding competitive positioning from the customer's perspective.• Positioning for competitive advantage - generic



		<p>strategies, skills, resources and organizational requirements.</p> <ul style="list-style-type: none">• Identifying sources of competitive differentiation.• Competitive marketing strategies, within the context of own and competitors market positions.
	Session 7	Product and Place <ul style="list-style-type: none">• Defining what is meant by a 'product' - pure tangible to intangible continuum; the total product.• Product management decisions - the elements of the total product.• Product life cycle - its uses, marketing strategy implications and limitations; diffusion of innovation.• New product development - types of new products, stages in the NPD process, main reasons for NPD failure and implications for product/marketing managers.
	Session 8	Second Presentations – Segmenting, Targeting and Positioning for Primo cars
	Session 9	Services Marketing <ul style="list-style-type: none">• Characteristics of a service, simultaneous production and consumption and the implications for marketing.• Service quality - the customer's perspective; identifying and closing quality gaps.• Service recovery - handling complaints.• Internal marketing; meeting the needs of internal customers to deliver service quality.
	Session 10	Pricing and Promotion <ul style="list-style-type: none">• The role and nature of pricing as a strategic marketing tool; pricing from the customer's perspective.• Setting pricing objectives - internal and external considerations.• Setting and adapting prices - methods and pricing structures.• The communication process - understanding the factors that can impact how communication is perceived, and distortions that can occur; the results of communication.• Communication decisions - stages of the communication planning and implementation process.• The promotional mix - understanding the role and



		<p>nature of advertising, sales promotion, public relations & publicity;</p> <ul style="list-style-type: none"> • Direct marketing and personal selling; their advantages and limitations. • Factors affecting the choice of promotional mix - objectives, reaching the target audience and budget.
	Session 11	<p>Other Strategic Choices</p> <ul style="list-style-type: none"> • Chaos • Postmodernism • Incremental • Resource based view
	Session 12	Revision
	Session 13	Examination
<p>Other Policies:</p>	<p>Expectations Professional behavior is expected of all students. This includes preparation for classes, on-time and complete attendance at classes, attendance at all group sessions and appropriate participation in the form of attentiveness and contributions to the course. Respect for the academic process is the major guiding principle for professional behavior and extends to all communications, including e-mail.</p> <p>Attendance Policy ARCADIA has a strict policy about course attendance. Illness or family emergencies may require a student's absence. Such an absence must be documented by a physician's note or by consultation with the Arcadia University London Office prior to the absence. The Office will inform the Director of the circumstances requiring the absence. The Director will have the final decision on the disposition of an absence. The absent student is always responsible for assignments missed.</p> <p>Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from examination (with authorization, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, or an increased weighting on an alternate assessment component, etc.).</p> <p>Arrival at work or class more than ten minutes late or leaving the class early will be considered an absence. More than one unexcused may result in the lowering of the final mark.</p>	



Please note that for classes involving a field study experience or other external visit, transportation difficulties are never grounds for an excused absence. It is the student's responsibility to arrive at an agreed meeting point in a punctual and timely fashion.

Submission of Work

Written work due in class must be submitted as per the lecturers instruction, by the stated deadline. For mitigating/extenuating circumstances to be considered, you must contact Emily Wescott in the Arcadia Academic Office. Work submitted within seven days after the submission time without an agreed extension receives a penalty of one letter grade reduction. Written work submitted more than seven days after the submission date without an agreed extension fails and is given a zero. End of semester assessments must be submitted on time and before departing the country.

Plagiarism Policy

You are expected to subscribe to the principles of academic integrity, and you must be willing to bear individual responsibility for your work while studying abroad. Any academic work (written or otherwise) submitted to fulfill an academic requirement must represent a student's original work. Any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism or facilitating academic dishonest, will subject a student to disciplinary action.

Course Policies

For e-mail communications, students must use their Arcadia University e-mail account. Students are responsible for any information provided by e-mail or through Intranet postings.

Late or missed assignments

Will not be accepted for grading.

Students with disabilities

Persons with documented disabilities requiring special accommodations to meet the expectations of this course should make these requests while enrolling into the program, and before traveling overseas so that appropriate arrangements are in place.

Classroom Etiquette

Eating is not permitted in any classrooms. Please kindly dispose of rubbish in the bins provided. Please keep your mobile phones on silent/off in class. Electronic devices must be put away during class unless you are asked to use them for class purposes.



Prerequisites:	None. A background in an introductory level study in Marketing is recommended.

Intellectual property
copyright Arcadia University