ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
London

LONS BUUK 390S
MARKETING IN THE UK ENVIRONMENT

Instructor Dr Mesfin Habtom

Office Hours TBC

Prerequisites

Introduction level study in Marketing

Course Description

Lecture, Seminar, student presentations

Desired Outcomes

At the end of this course you will be able to:

- Define the role and nature of marketing, its philosophies and the concept of the 'customer'.
- Understand the tools, techniques, needed resources and constraints involved in marketing decision-making.
- Explore the benefits and limitations of the theoretical frameworks of marketing management.
- Apply the theories and tools to a range of real life marketing situations.

The enclosed syllabus outlines the topics that we will cover during the course.

***Assessment Components**

10%: Class Contribution
5%: Presentation 1 (session 4): Assessment of the marketing environment
10%: Presentation 2 (session 8): Segmentation, targeting, differentiation and positioning (STdP) strategies
35%: Final Report (session 13)
40%: 2 hour closed book exam (session 13)

**Failure to submit or fulfill any required course component results in failure of the class*

THE ASSIGNMENT

1 Introduction

This assignment is designed to provide you with an opportunity to demonstrate breadth and depth of understanding of the Marketing Course. The assignment will require you to draw on this understanding and to apply those concepts, models and techniques that are relevant and appropriate in writing a marketing plan for an organisation.

The recession and ongoing economic problems in the domestic market have changed the UK clothing retailing industry over the last couple of years, resulting in many leading retailers entering administration. In view of this, you are required to develop a detailed marketing plan for a UK/ UK-based foreign clothing retailer struggling to maintain its presence in the industry. Choose a clothing retailer with which you are familiar.

2 Instructions

Assuming the role of a Marketing Consultant, you are required to write a report for the Marketing Director of your client organisation in which you present:

1. External environment assessment – current and future marketing environment and trends in which the organisation is operating

2. Current marketing situation- analysis of firm's resources and capabilities

3. Matching a firm's resources and capabilities to the opportunities that arise in the external environment - SWOT analysis and resource analysis

4. Alternative means of gaining a Competitive Advantage-the degree to which the organisation possesses and can maintain a competitive advantage. Analyse by using appropriate concepts and tools such as:

   - Segmentation
   - Targeting
   - Differentiation
   - Positioning (including perceptual mapping)

   Competitor analysis

5. Planning, implementation and control
   - Marketing objectives
   - Marketing mix plan
   - Implementation and control; financial budget and forecast

This is an indicative rather than an exhaustive or prescriptive list. You should provide a detailed marketing mix plan and make sure your marketing plan allows you achieve your marketing objectives. You should consider alternative ways of putting your plans into action, for example, when will the activities take place? Who is responsible for the implementation of the activities? etc. You are also required to prepare an appropriate marketing budget and forecast for the next three years.

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Content and structure of marketing plan

1. Executive summary
    - Brief background and identification of key strategic planning issues

2. Organisational strategy
    - Organisational mission and objectives
    - Summary of overall position and organisational strategy

3. External and internal marketing audit
    - Assessment of the marketing environment (market analysis, industry analysis)
    - Internal analysis of resources and capabilities
    - SWOT analysis

4. Marketing strategy
    - Market segmentation analysis
    - Target markets
    - Competitive advantage and positioning (include competitor analysis, perceptual map)

5. Marketing mix programme

    - Product/brand decisions
    - Pricing decisions
    - Distribution channel decisions
    - Promotion decisions

6. Implementation and control

    - Timing of activities, responsibilities and structures
    - Marketing budgets and forecasts
    - Monitoring and control mechanisms
    - Main planning assumptions

References
Appendices

Presentations and feedback

Each presentation should consist of 10 slides and last 10 minutes. Presentation slots will be allocated by your tutor. A printed copy of presentation slides is to be handed in to the module tutor on the day of the presentations. You will be provided with feedback in the sessions following the presentations so that you can improve your analysis for the final submission of your marketing plan.

Additionally, students will be asked to make one short informal presentation during the term on an aspect of UK marketing which would be unusual in the US market

Final written report

The length of the assignment SHOULD NOT EXCEED 3000 words (excluding references and appendices). Any report exceeding 3000 words will be graded downwardly. Work not submitted will be given a nil mark. Font size: either Times New Roman or Arial, size 12. Single/1.5 spacing is preferred.

Class contribution: Attendance and Participation

Students are expected to attend all sessions and arrive on time. You should therefore make a conscious decision to attend and participate to your full potential. You will be asked to make one short informal presentation during the term on an aspect of UK marketing which would be unusual in the US market. This will be considered in the marks awarded for class contribution. Past experience shows that students who attend less than 95% of lecture and seminar sessions tend to achieve lower results than those who attend regularly.

Assessment Expectations and Grading Conversion

Please refer to your Arcadia University student handbook for information regarding the London Centre's most up-to-date marking criteria and assessment expectations.

Degree Class	Numerical Grade	Arcadia Letter Grade
First Class 1st	75-100 68-74 65-67	A+ A A-
Upper Second Class 2.1	60-64 55-59 50-54	B+ B B-
Lower Second Class 2.2	47-49 43-46 40-42	C+ C C-

Third Class 3rd	35-39	D
Fail	0-34	F

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.

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 authorisation, 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.).

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.

Please note that for classes involving a **field trip 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 lecturer's instruction, by the stated deadline.

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.

Required Text

Core text

Kotler P, Armstrong, G, Wong V. and Saunders, J. (2008) Principles of Marketing, 5th European Edition, Pearson Prentice Hall.

Supplemental reading(s)

Market Research Reports (Available on Blackboard)

- Key Note
- Mintel Marketing Intelligence

Further information on the list of supplemental reading(s) will be posted on Blackboard

Classroom Etiquette

Eating is not permitted in any classrooms. Kindly dispose of rubbish in the bins provided. Please keep your mobile phones on silent/off in class.

Course Schedule

Session 1 **Defining marketing and the marketing process**

- What is 'marketing'? - A function or an organisational mind set
- Elements of the marketing process
- Understanding the marketplace and customer needs
- Sustainable marketing: Social responsibility and marketing ethics
- Building customer relationship-transactional vs. relationship marketing
- The changing marketing landscape
- The marketing planning process-analysis, planning, implementation and control

Session 2 **Analysing the marketing environment**

- Identifying the macro -environmental forces that affect markets
- Understanding the micro-environmental factors that influence the firm's ability create value

- Understanding the tools for analysing the marketing environment
- Responding to the marketing environment

Session 3

Marketing information systems

- Defining the marketing information systems and its component parts
- The importance of information in gaining insights about the marketplace and customers
- Steps in the marketing research process
- The significance of web-based marketing research
- Ethics in marketing research

Session 4

First Presentation – Assessment of the marketing environment

Session 5

Understanding buyer behaviour, identifying market segments and selecting market targets

- Consumer markets and consumer decision-making process, implications for marketers
- Business markets and business buying behaviour and decision-making process
- Basis for segmenting consumer and business markets, criteria for effective segmentation
- Selecting target market segments- approaches and alternative strategies
- Choosing a different ion and positioning strategy- perceptual map, value proposition

Session 6

Competitive marketing strategy

- Analysing competitive industry structure and competitive conditions
- Identifying competitors, their strategies, strategies and likely reactions to competitive conditions
- Identifying the sources of competitive advantage

Developing competitive marketing strategies, within the context of the competitive environment

- Creating and maintaining a differential advantage

Session 7

Product and brand decisions, services marketing

- Define the term 'product', elements of total product and product classifications
- Product life-cycle- characteristics, objectives and strategies
- The new product development (NPD) process- main reasons for new product failure/success and implications for product/marketing managers; diffusion of innovation
- Defining a 'brand' and conceptualising brand equity
- Strategies for building strong brands- brand positioning, name selection, sponsorship and development
- Service characteristics (5I's) and their implications for marketing managers; 3P's; Service quality

Session 8

Second Presentations- Segmentation, targeting, differentiation and positioning

Session 9

Pricing and distribution decisions

- The role of pricing as a strategic tool, pricing from the customer's perspective
- Setting pricing objectives- internal and external factors
- pricing and adapting prices- methods and pricing structure; responding to price changes
- The nature and importance of marketing channels; determinants of channel decisions
- Setting channel objectives and structure; alternative approaches to market coverage
- Managing and controlling distribution channels

Session 10

Promotion decisions

- Strategic importance of promotion; the communication process
- Communication decisions- steps in developing effective communication

- Shaping the overall promotion mix- understanding the role and nature of the different promotion tools; setting the total promotion budget; integrated marketing communications
- The changing communications landscape- viral marketing, social media as a communication tool

Session 11

Planning, implementation and control

- The planning and control process; measures for marketing performance
- Types of marketing control; marketing budget and forecast; contingency and scenario planning
- Implementation issues in marketing planning; developing implementation strategies; skills needed for effective implementation
- Forms of marketing organisation- the context in which marketing implementation takes place

Session 12

Revision Class

Session 13

2 hour closed book exam (40%)

Weekly Teaching Programme

Week/Date	Topic	Required Reading	Seminar activities
Session 1	Introduction Defining Marketing and the marketing process	*Core reading:* Kotler, *et al*. (2008) Ch 1-2	- Brief on assessment: Marketing plan - Case study analysis 1. Marketing technology Apple and Adobe-Flash Clash 2. Waitrose 3. The theory & practice of marketing planning
Session 2	Analysing the marketing environment	*Core reading* Kotler, *et al*. (2008) Ch 4	- Case study analysis Thomson Holidays -SWOT analysis examples &exercise
Session 3	Marketing information systems	*Core reading:* Kotler, *et al*. (2008) Ch 7	- Allocation of presentation slots - Presentation tips - Case study analysis 1.Enterprise rent-a-car: measuring service quality 2. Mintel - *Assignment:* Questions for review and critical thinking
Session 4	Presentation One - Assessment of the marketing environment	- Presentation One	- Oral feedback on Presentations - Discussion: Session 3 *Assignment*
Session 5	Understanding buyer behaviour, identifying market segments and selecting market targets	*Core reading:* Kotler, *et al*. (2008) Ch 5-6 & 9	- Case study analysis 1. Reaching the youth market 2. Buying a car - Exercises: STdP strategy
Session 6	Competitive marketing	*Core reading:*	Examples and exercises

	strategy	Kotler, *et al*. (2008) Ch 10	1. Porter's 5 forces model and value chain analysis 2. Competitive marketing strategies - Written feedback on presentation 1
Session 7	Product and brand decisions, services marketing	*Core reading:* Kotler, *et al*. (2008) Ch 11-13,	Case study analysis 1. Small, but perfectly formed 2. CEM: innovating out of decline 3. Heathrow Terminal 5 - Allocation of presentation slots *Assignment:* Planning for products and Brands
Session 8	Presentations Two Segmentation, targeting and Positioning	- Presentation Two	- Oral feedback on Presentation - Discussion: Session 7 *Assignment*
Session 9	Pricing and distribution decisions	*Core reading:* Kotler, *et al*. (2008) Ch 14 & 19	Case study analysis 1. Diamonds: chipping away at a rock solid monopoly 2. Driving pricing decisions 3. The Burberry business model
Session 10	Promotion decisions	*Core reading:* Kotler, *et al*. (2008) Ch 15-18	Case study analysis 1. Application of advertising process models 2. Learning to manage your money 3. Ninety per cent of spend wasted - Written feedback on presentation 2
Session 11	Planning, implementation and control	*Core reading:* Kotler, *et al*. (2008) Ch 3	- Marketing plan: examples & exercises

			- Individual assignment meetings in class
Session 12	Revision	- Revision class - Examination tips - Completion of class evaluations forms	
Session 13	*Exam*	Self-managed research and reading	