

Marketing and Sales

BMGM5001

Week 7: Stakeholder Management and Sustainability in Marketing

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Ground Rules

Please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. - Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC – No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch them again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Programme Manager in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

[Digital Connectivity Bursary Application Form](#)

[Undergraduate Bursaries](#)

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Table of Content

1. What is Stakeholder?
2. Types of Stakeholder
3. Stakeholder Management
4. Buyer Persona
5. Sustainable Marketing



Aims & Objective

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Aim: Understanding the importance of stakeholders

Objectives:

- Identify different type of stakeholders
- Understanding the stakeholders in marketing
- Understanding the account management



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What is Stakeholder?

Definition of Stakeholder

A person such as an employee, customer, or citizen who is involved with an organization, society, etc. and therefore has responsibilities towards it and an interest in its success (Oxford Reference, 2023).

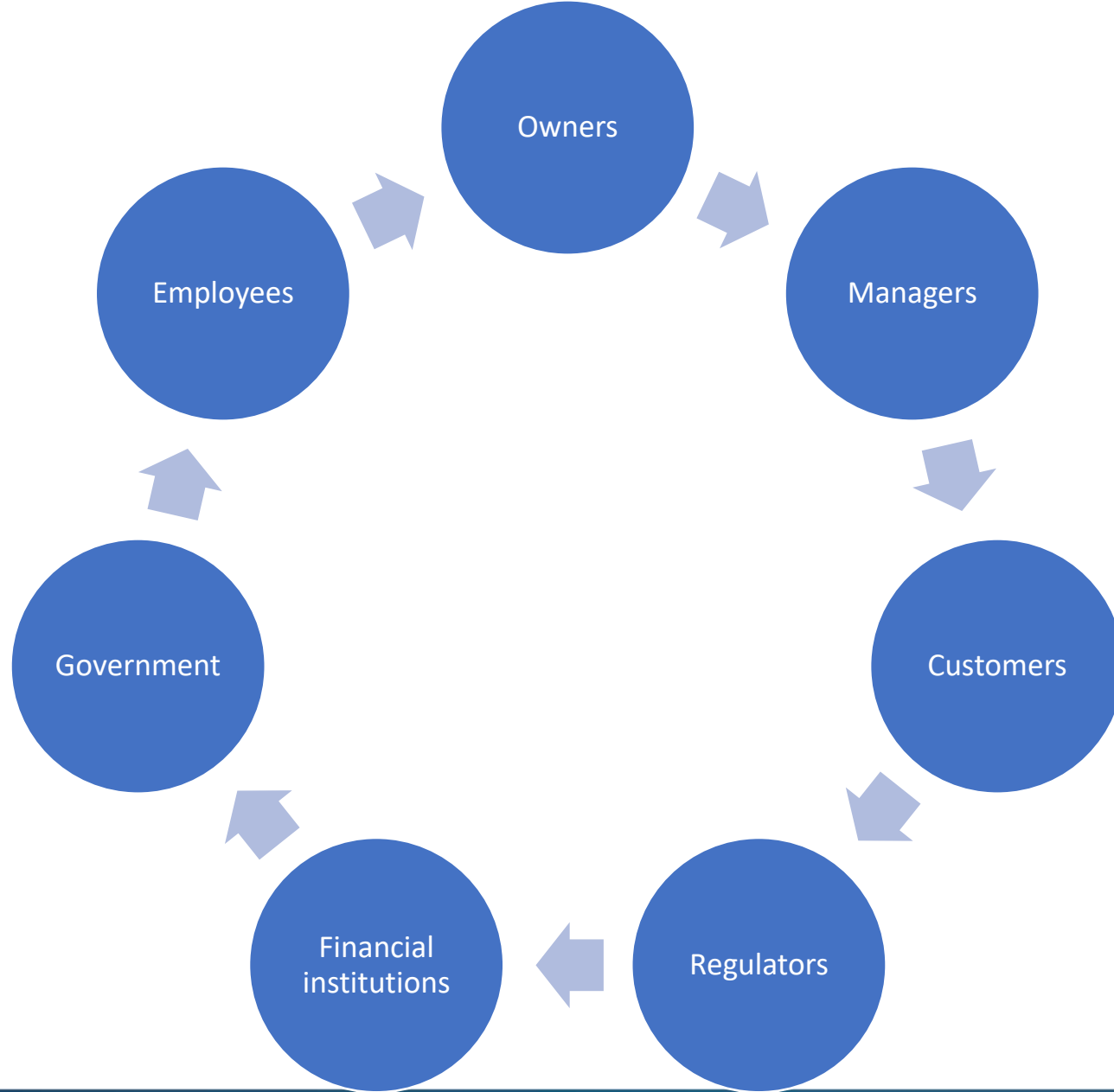
Stakeholder ≠ Shareholder!

*Although stakeholder can be explained as shareholder

Who is stakeholder?

Stakeholder can be anyone!

Stakeholder



Different Key Stakeholders in Hospitality Marketing

B2B

- Social Media Platform
- Channel / Platform / Agency
- Influencer

B2C

- Customer



Social Media Platform

SEO (Search Engine Optimization)

Manage your relationship to the
search engine and social media
platform



Channel / Platform /Agency

They will bring business!



Influencer

- Food Blogger
- Travel Blogger

WOM

Brand Reputation



Customer

- Loyalty & New Customers
- Walk in
- Reservation

WOM



Brand Reputation

Why it is so important?

Again, Build the Customer Relationship!

Buyer Persona

Buyer personas are representative of the ones who will be “buying” into your ideas, products, or services as opposed to simply using something (Fenton, *et.al*, 2022).



Buyer Persona

“Buyer personas are examples or archetypes of real buyers that allow marketers to craft strategies to promote products and services to the people who might buy them (Revella, 2015).



Cute baby!

BUYER PERSONA

Demographic information:

- Swiss family lives in Geneva
- Parents are both 35
- Married, the only child is in primary school
- Family Income: 120k+CHF (Eda, 2017)
- Businessman, Nurse

Problems Faced/Actual State:

- Mike play too much video games
- Too much stress and emotional exhaustion at work (Swissinfo, 2017)
- Richard has always working late, he doesn't have time for his family

Experience Wanted/Desired State:

- Unique experience and family time
- Relaxation and entertainment
- Free WiFi access
- A lot of informations for the product (Leonardo, n.d.)

Online Activity:

- Main social media used: Instagram, YouTube, Facebook, hotel website.
 - Primary communication: WhatsApp, messenger, instagram.
- (Leonardo, n.d.)



Buyer persona's Name

- Lucy, Mike, Richard

Hobbies:

- Richard likes Skiing and skating (all-about-Switzerland, 2010)
- Lucy likes Spa and swimming
- Lucy and Richard like Reading
- Mike likes Video games

Media Preferences:

- Lucy loves to read 24 heures (AllYouCanRead, 2017)
- Richard loves to read Le Matin (AllYouCanRead, 2017)
- The often search on google (Leonardo, n.d.)
- They like watching traveling videos on YouTube (Leonardo, n.d.)

Main Purchase Criteria

- Strong WiFi connection (Leonardo, n.d.)
- Breakfast should be included
- Transportation are required
- Family activities
- As many as possible to find the information (Leonardo, n.d.)
- Safety and entertainment options such as the pool, shopping, alcoholic drinks (Leonardo, n.d.)

Main Common Objections:

- Why Leysin? The other places are much more beautiful.
- Not as famous as others sky holy land (Wise, 2017)
- Not enough entertainment in Leysin

Buyer Persona

- Demographic Information
- Actual State
- Desired State
- Online Activity
- Hobbies
- Media Preference
- Main Purchase Criteria
- Main Common Objection

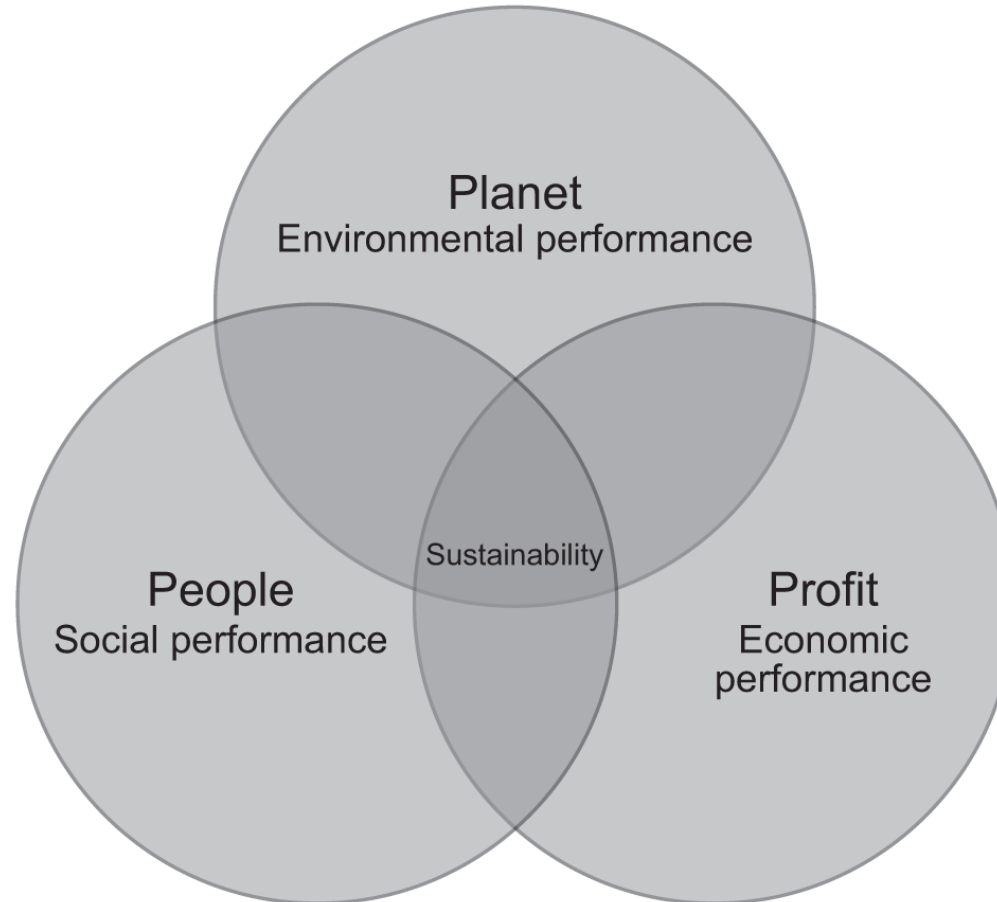
That's how market research help your business

What is Sustainability?

Triple Bottom Line

3Ps

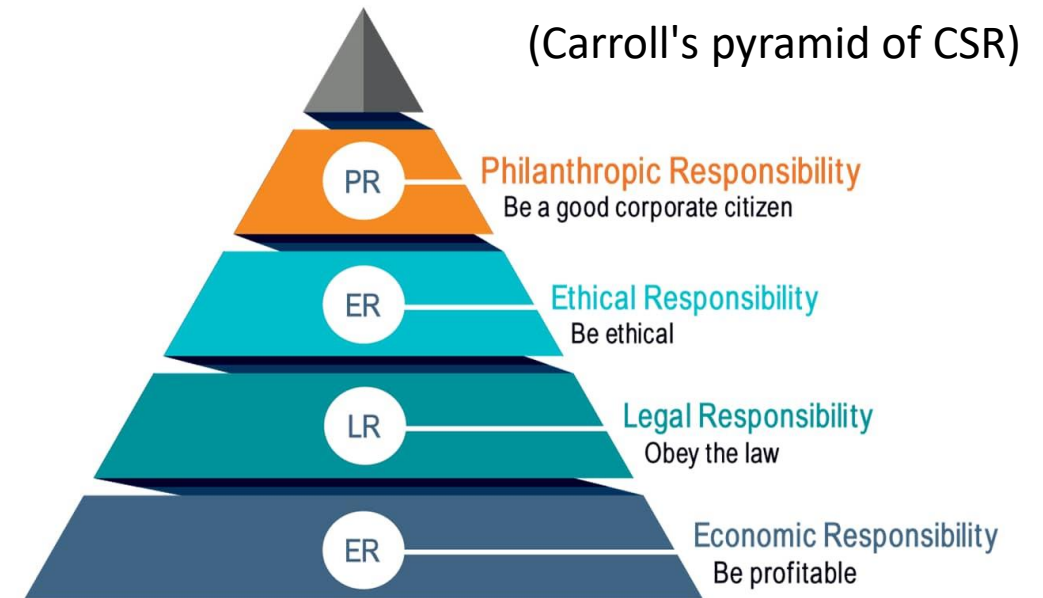
- People
- Planet
- Profit



Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) refers to the balance in the interest of different stakeholders in making decisions for management or operations (Zhu, 2015).

- Economic Responsibility
- Legal Responsibility
- Ethical Responsibility
- Philanthropic Responsibility



Activity – CSR Examples

- Give me an example of ethical / Philanthropic Responsibility.
- What is the benefit to the business of doing this?

Top Trend in Hospitality

Social responsibility is a moral and economic obligation
(Masset and Weisskopf, 2023)



 **has a plan.**



Apple Packaging Policy 2022

- **Removing the charger and EarPods**

Using smaller boxes would allow Apple to reduce yearly carbon emissions by 2 million metric tons, which is equivalent to taking 500,000 cars off the road.

6.5m USD



Hospitality Sustainability Marketing

- 1. Ingredient Sourcing
- 2. Plant-Based Dining
- 3. Zero Waste
- 4. Energy Efficiency
- 5. Water Conservation
- 6. Sustainable Packaging



Example of Mandarin Oriental

- 2017 Sustainability Report
- 2018 Sustainability Report
- 2019 Sustainability Report
- 2020 Sustainability Report
- 2021 Sustainability Report
- 2022 Sustainability Report



Assessment

Presentation

- Tone
- Intonation
- Dress Code
- Time Management
- Body Language
- Practice Makes Perfect



Activity – Presentation

- Prepare a Buyer Persona for your business

Next Week...

Final Presentation

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Fenton, A. et al. (2022) 'How to Use the Six-Step Digital Ethnography Framework to Develop Buyer Personas: The Case of Fan Fit', JMIR formative research, 6(11), pp. e41489–e41489. Available at: <https://doi.org/10.2196/41489>.

Masset, P. and Weisskopf, J-P. (2023) *2023 Top Hospitality Industry Trends*. Available at: <https://hospitalityinsights.ehl.edu/hospitality-industry-trends> (Accessed: 07 Sep 2023).

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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account to

k.chong@uwtsd.ac.uk

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