

Marketing and Sales

BMGM5001

Week 7: Environmental Marketing & General Recap

Ruth Taylor-Davies, Feb 2024

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.

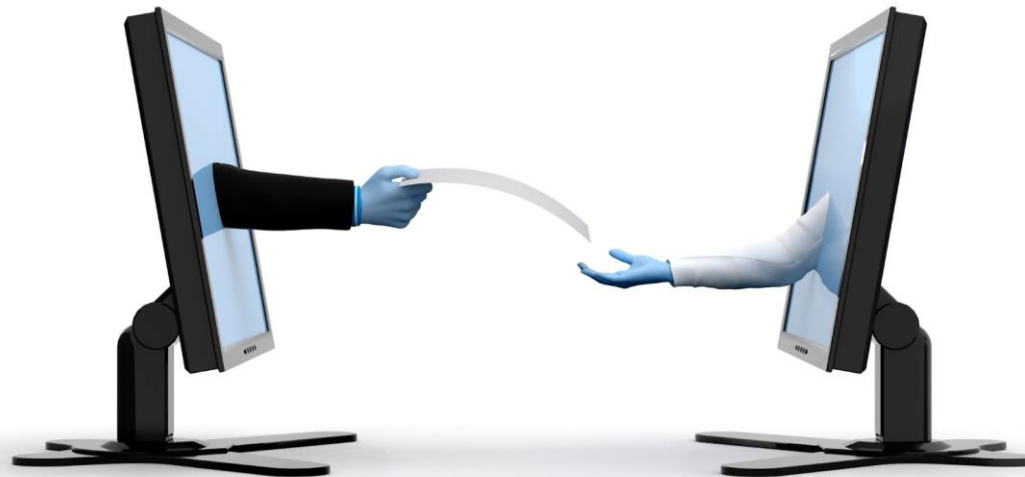
YOU must join via a laptop or PC/MAC – No attendance permitted on phones or tablets

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



- 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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Y Drindod Dewi Sant
University of Wales
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Mae'n Dymor Arolygon! It's Survey Season!



Arolwg

Ymgysylltiad

y Deyrnas Unedig



Israddedigion:
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Mewngofnodi: Manylion
Adnabod Myfyriwr PCYDDS
Cyfrinair: 2024

UK

ENGAGEMENT

SURVEY



Undergraduates:
1st and 2nd Year Students

Login:
Student ID number
Password: 2024



Recap

- Market research
- Managing data
- Social media marketing



Aims For Today



To look at sustainable marketing

To recap on marketing/developing a marketing plan

Today is a recorded session, so
any activities can be fed back to
me by email...
ruth.taylor-davies@uwtsd.ac.uk



Activity - web search

- What is sustainable marketing?
- At the end of the lecture, email me your findings from all of today's activities.



Activity...

- In your own time...
- Reflect on the video and identify the ways in which the business is being 'green'.
- In your opinion, is this video an effective green marketing tool? Justify your answer.
- At the end of the lecture, email me your findings from all of today's activities.



When we consider assembling our marketing plan, especially based on changes within our organisations we must think about the implications of developments and how sustainable our marketing efforts will be?

The terms sustainable marketing, green marketing, organic marketing, eco-marketing and other emerging variants are becoming more frequently used.

Essentially the ideas of green marketing borrow ideas from contemporary marketing which is about

- **Creating**
- **Delivering and**
- **Co-creating**

...value in the marketplace, in such a way that stakeholders- customers, shareholders, society, employees and others benefit in various ways.



If an organisation is involved within 'green marketing' in terms of its marketing mix elements, then they need to consider how this can become core to their operations – i.e. they must be 'environmentally friendly within all of their activities such as ...

- **Products to be sold**
- **Prices at which they are to be sold**
- **How these offerings are distributed**
- and the way in which their **value is communicated...**

They should consistently emphasise environmental friendliness.





Green marketing –

As in conventional marketing it includes **segmentation, targeting** and **positioning** and the **marketing mix** (Moravcikova et al 2017)

Fundamentally market segmentation involves dividing the total heterogeneous market for a product or service into smaller units based on specific factors... *so no difference here?*

But what is different about green segmentation?

Ottman and Reilly (1998) established the following consumer groups which we could consider, within a sustainable marketing plan.



Loyal green consumers:

Individuals who are core loyal to the purchase of eco-friendly products in that they are willing to **pay up to 40% more** for them than cheaper competing products, as they believe that there is a need to have environmental awareness and contribute significantly to the environment.



Less devoted green consumers:

As the name suggest the people are also devoted to environmental issues such that they **might pay in the range of 10-22% more** to acquire green products over others that are less eco-friendly but may change their lifestyle to fit due to a busy schedule.



Consumers developing towards green:

These individuals only embrace green consumption occasionally and subject to situations and are only able to go as far as **paying 4% more for eco-friendly products than their non-eco-friendly counterparts.**



Conservative consumers unwilling to change:

This group of consumers think that environmental issues should be a course of action, to be spearheaded and handled **by the government**, and they are only able to buy eco-friendly products **if their prices are the same as those of their non-eco-friendly alternatives.**



Consumers completely unwilling to change:

This consumer segment does not consider environment issues to be serious and is not making any effort towards environmental protection.



Activity - How Green are You?

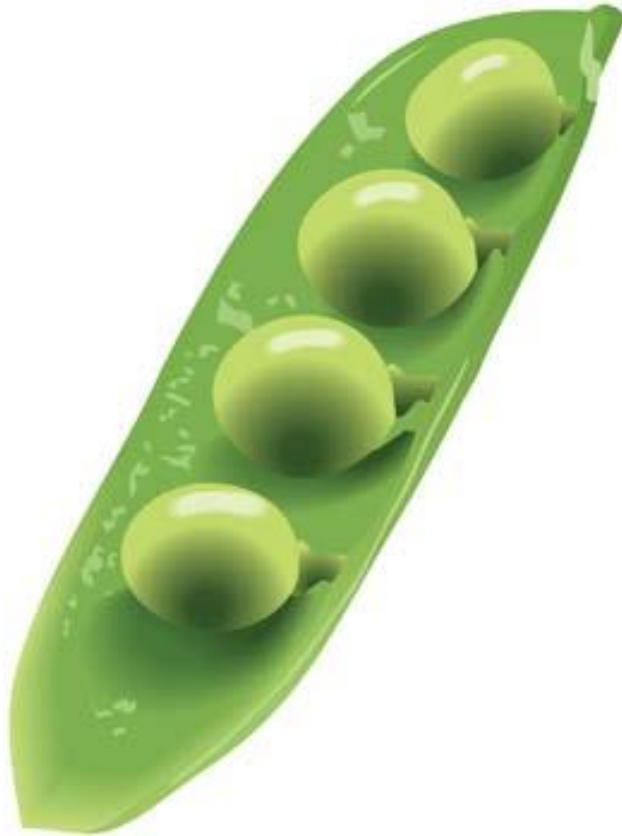
Given the previous definitions of –

- Loyal green consumer
- Less devoted green Consumer
- Consumers developing towards green
- Conservative consumers unwilling to change
- Consumers completely unwilling to change

Where do you fit in, be honest in this discussion because don't forget if you are thinking this way, so may many of your customers! Write a paragraph explaining which category you fall into and why.

At the end of the lecture, email me your findings from all of today's activities.





So, if we are to write a 'green' marketing plan how are our 4Ps of the marketing mix going to look?...

Product
Price
Place
Promotion

Green Marketing Mix

Four P's

Product

The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources.

Price

Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste. Green marketing should take all these facts into consideration while charging a premium price.

Place

The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products.

Promotion

Ads that address a relationship between a product/service and the biophysical environment. Those that promote a green lifestyle by highlighting a product or service. Ads that present a corporate image of environmental responsibility.



But be 'Green' aware....

Being environmentally sustainable might sometimes involve **sacrifices from both the consumers and marketer's standpoint.** And unfortunately, some businesses like to benefit from the growing eco-friendly positives but are not really addressing environmental issues as expected !

Ross & Deck (2011) described the term of '**Green-washing**' as the clever interplay of 'white-washing' and 'brain-washing'. *These terms are about **opportunistic behaviour** and not given the exact, or complete picture of a scenario.*

So, we can sum it as involving **poor environmental performance and yet positive communication** about that environmental performance Delmas and Burbano (2011)

Some of the way organisations engage in greenwashing include

- **Misleading with words**
- **Misleading with visuals/graphics**
- **Exaggeration**
- **Vagueness of claims**
- **Avoidance of helpful information**



What are the factors that drive 'green-washing'?



Market-external drivers: consumer demand, investor demand, competitive pressure.

Non-market external drivers: a lax and uncertain regulatory environment, activists, non-government organisation (NGO's), media monitoring.

Organisational drivers: firm characteristics, incentive structure and culture, effectiveness of intra-firm communication, organisational inertia.

Individual psychological drivers: optimistic bias, narrow decision framing, hyperbolic intertemporal discounting (*when people want a reward now rather than a higher reward in the future*)

Overall, we can see that there are many factors which contribute to greenwashing activities.

But now we know what they are, we can be careful not make unsupported claims about our '**green activities**' within our marketing messages!

So finally...

Attitude is defined as an individuals relatively consistent evaluation of feelings and tendencies towards a particular phenomenon (Kotler & Armstrong, 2018).



People's attitudes can differ

- **Ignorant** – Lack adequate knowledge of sustainability.
- **Fatalist** – feel its either too late to act or will not affect the during their lifetime.
- **In denial**- Not convinced that environmental problems are caused by human activities.
- **Cynical** – Sceptical that their actions would make any difference to solve environmental problems.
- **Disinterested** – Selfish and consider themselves too busy to bother about environmental issues.
- **Fed-Up** -consider sustainability as a fad soon to be forgotten.

So, remember how clear your marketing messages must be at all times!

Marketing – quick recap

- Defining marketing
- 4/7P's

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association, 2017).



Marketing – quick recap

- SOSTAC as a framework for developing a marketing plan
 - S = situation analysis
 - Company (Internal) – SWOT
 - Customers – targeting, segmentation, profiling
 - Competitors - positioning
 - Collaborators
 - Climate (External) – Pestle



(Corporate finance institute, 2022)

Trinity Saint David

Marketing – quick recap

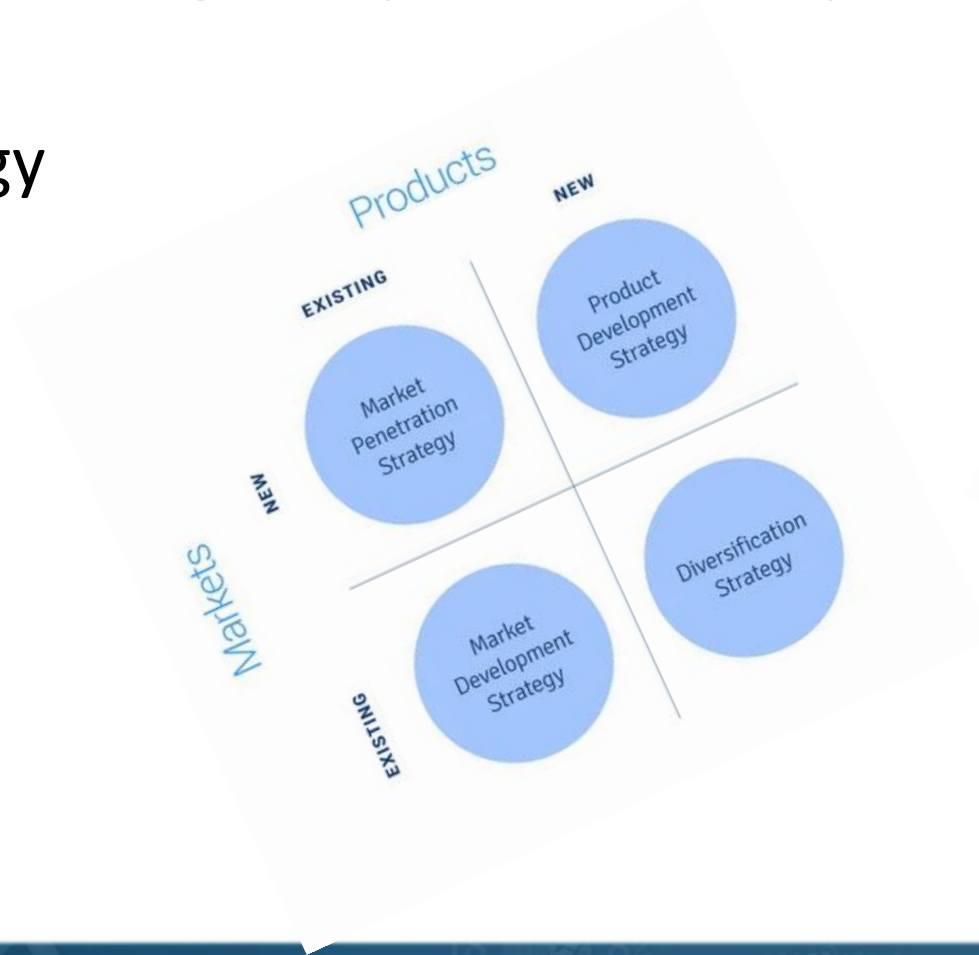
- Objectives – SMART

S	Specific Clearly State your Goal
M	Measurable Ensure you can Measure Success
A	Attainable Set Goals you know you can Achieve
R	Relevant Set Goals Relevant to your Career or Education
T	Time-Based Set a Deadline for Completion



Marketing – quick recap

- Strategy



Marketing – quick recap

- Tactics



Marketing – quick recap

- Actions
 - Step by step, what/when

E.g. of Gantt chart

DATE/ ACTION	CONTENT	CONTROL/ MEASUREMENT	JAN	FEB	MCH	AP	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
SEO		Raised up the SE rankings by 10 positions												
SOCIAL MEDIA ADVERTS	NEW MENU with discount code	100 bookings per week quoting the code												
SOCIAL MEDIA ADVERTS	VALENTINES DAY	Restaurant at 100% capacity on 14 th Feb												
WEDDING FAYRE	WEDDING PACKAGES	10 wedding bookings												
SOCIAL MEDIA ADVERTS	EASTER	Restaurant at 100% capacity for lunch on Easter Monday and at 90% for the rest of Easter weekend												
OTHERS														



Marketing – quick recap

- Control
 - How will we measure our activity?
 - Measurement allows us to check effectiveness and change things if something isn't working



E.g. of Gantt chart

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References

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Assignment

- **Component A (50%) Marketing Plan** This is a bringing together all the relevant marketing and sales information you have gathered on your restaurant, then proposing a development that will help drive the business forward. This could be a new food menu that feeds into the local/national mood, a new wine or wine list, or a new concept for the restaurant itself. The purpose of this plan will be to increase both visibility and sales of the restaurant to both existing and new clientele.
- Ensure the use of visual aids to explain your choice of project and use the marketing activity and marketing mix examples to promote your sales agenda. What are the traditional and digital marketing strategies? What are you trying to achieve and to whom is it targeted? Has this been tried before and with what degree of success? How will you measure the success or otherwise of your project?
- NB use the structure provided last week - it is also in Moodle under Assessments.

Assignment

Component B (50%) Presentation (5 mins)

- The exercise will require the student to undertake the role of a marketing professional and they will compile a presentation based upon their marketing plan and act as an illustration of it, which allows you the student to share their ideas and what they have written about with the audience. The presentation will be prepared using PowerPoint and must last for 5 minutes (this is a timed exercise, and you will not be permitted to go over the time, with marks potentially being deducted for a presentation that is very short or long).
- Remember that you only have a short time to present, so keep the slides punchy and to the point. Remember, enthusiasm backed by data and a solid plan is the best way to sell to an audience.

References & In-text citations

- You must use credible sources for your research from online sources, textbooks, media, and industry journals to support your essay.
- Time slot – check your diaries for next week. I will be sending out invites for the morning of the 27th. If you are attending the student conference, let me know and I can make arrangements for you to do your presentation in Swansea.

Make sure you practice your presentation

"Don't practice until
you get it right.
Practice until you can't
get it wrong."

Affirmed Life



Presentations and Presenting

Preparation.

MATERIALS

- Keep it simple (Professional)
- Text is to bullet relevant info
- Give the audience something nice to look at
- Not overcrowded
- References (Citations, 2021)
- Easily portable format
- Handouts are always welcome additions!
- Props?

How Rivers Are Formed

It starts as very small streams and gradually get bigger as more and more water is added by heavy rains and melting meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.

Water in rivers comes from many different sources. Rivers can begin in lakes or springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountain.

Some rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom.

Over time, on a gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.

Some rivers have lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.

Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea water mix together. Tides cause water levels in estuaries to rise and fall.

Arrange Tools Add-ons Help



Present

Share



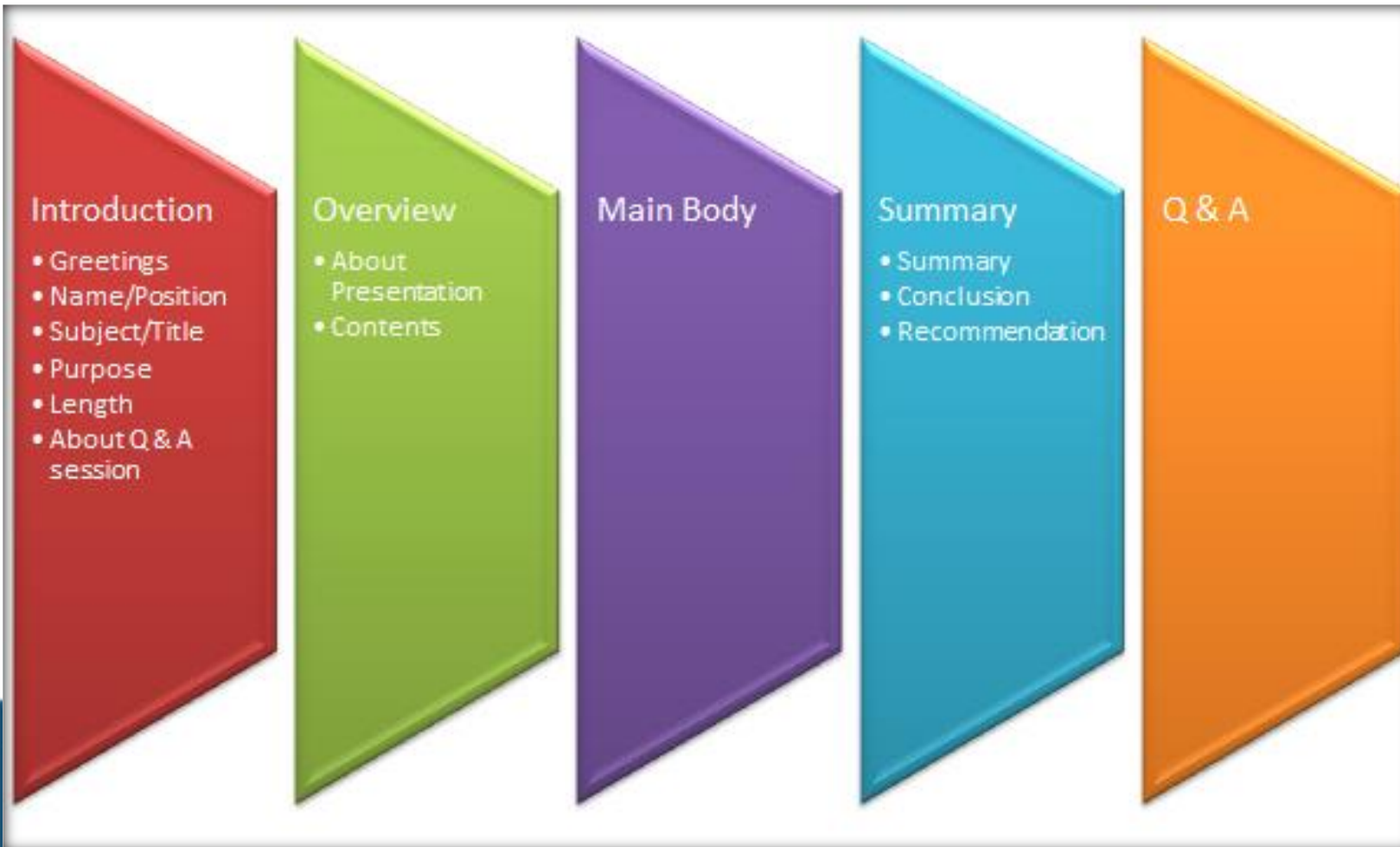
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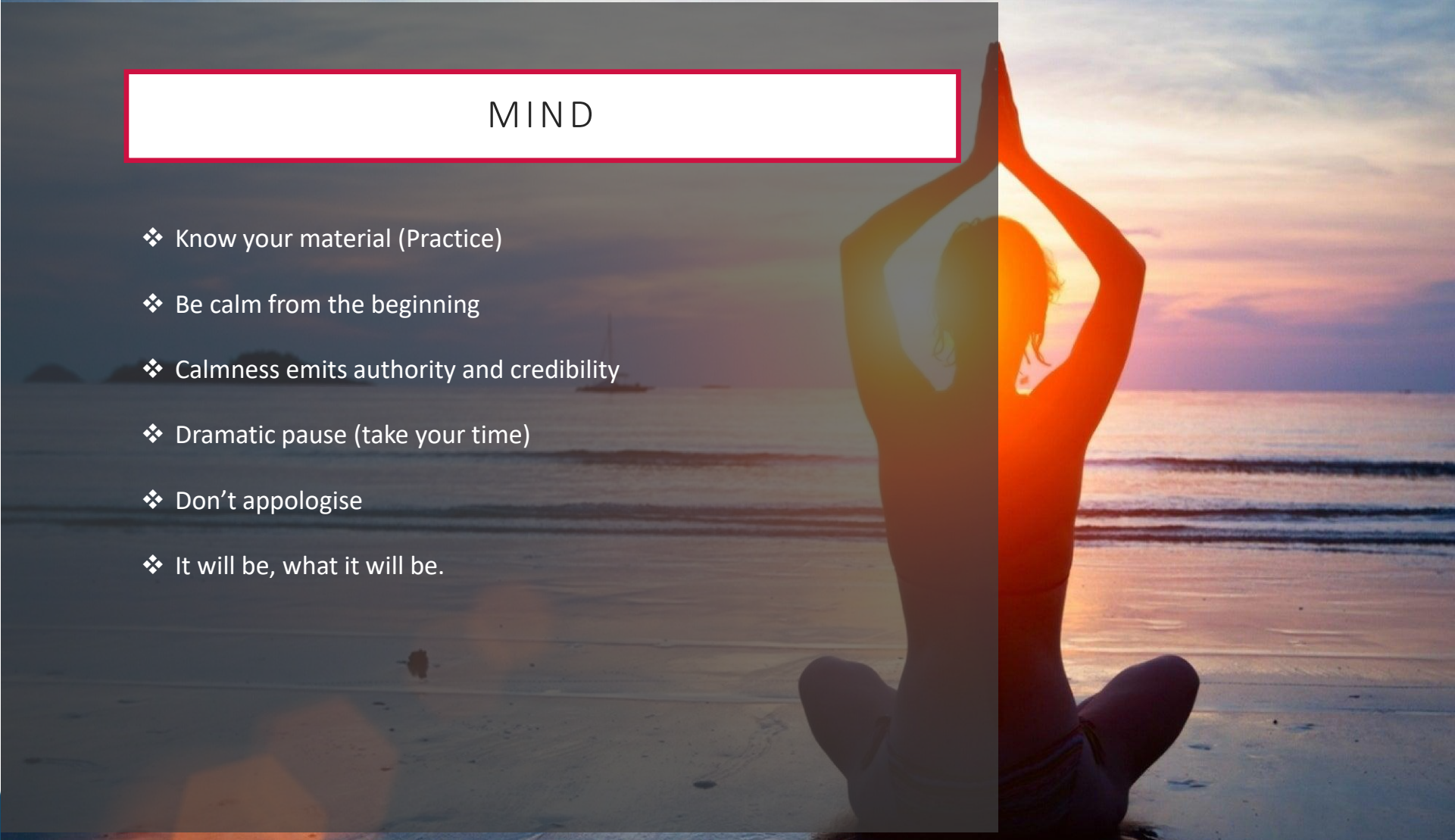
Click to add title

Click to add subtitle

Click to add speaker notes

STRUCTURE





MIND

- ❖ Know your material (Practice)
- ❖ Be calm from the beginning
- ❖ Calmness emits authority and credibility
- ❖ Dramatic pause (take your time)
- ❖ Don't apologise
- ❖ It will be, what it will be.

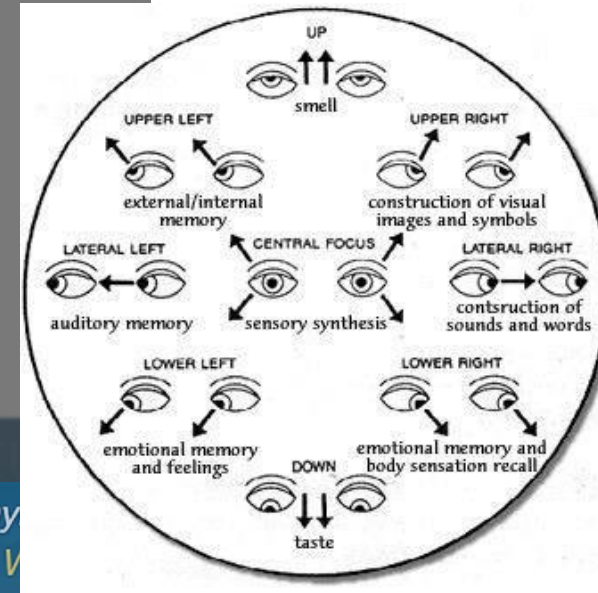
HEAD

- ❖ Smiling is powerful!
- ❖ Makes the audience comfortable and at ease.
- ❖ Elevates your mood and releases neuropeptides reliving stress!
- ❖ Smiles have been proven to be contagious



Eye contact

- People pay attention when you look them in the eye
- 30% eye contact can affect on memory retention
- Look at the board to draw the audience



UPPER BODY

- ❖ Open your chest

- ❖ Open your arms

“Open arms indicate a **confident, constructive attitude and create a positive impression.** You're perceived as sincere, direct, and trustworthy, as long as your other gestures are equally open and forthright”

Use gestures!

Look and point at the screen

- ❖ Straighten your back!

- ❖ A better posture conveys confidence and aids in breathing and voice projection.



Next week...

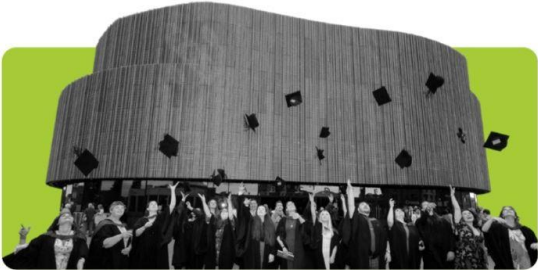
- Presentations
- Event

Good Luck! It's been a pleasure!



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& INDUSTRY FAIR

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11am
9.30-10.45am
& 1.15-3.30pm

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