

Welcome

**BMGM6002 Niche Marketing
and Social Media BMTP4014**

Week One





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Before we start.....



This is a full-time university course as such the university definitions of engagement and decorum apply as per the university code of conduct

Please ensure you arrive by 12 noon and have arranged to be here until 4pm for each lecture

Mobile phones

If you ever have any queries at all please reach out on n.brailsford@uwtsd.ac.uk

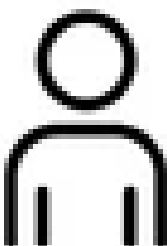
Let's make this module an enjoyable one, so attend, engage and participate 😊



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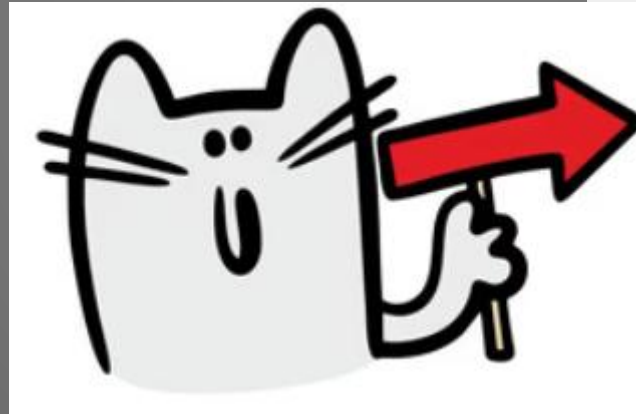
Register



ATTENDANCE			
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First Things First.....



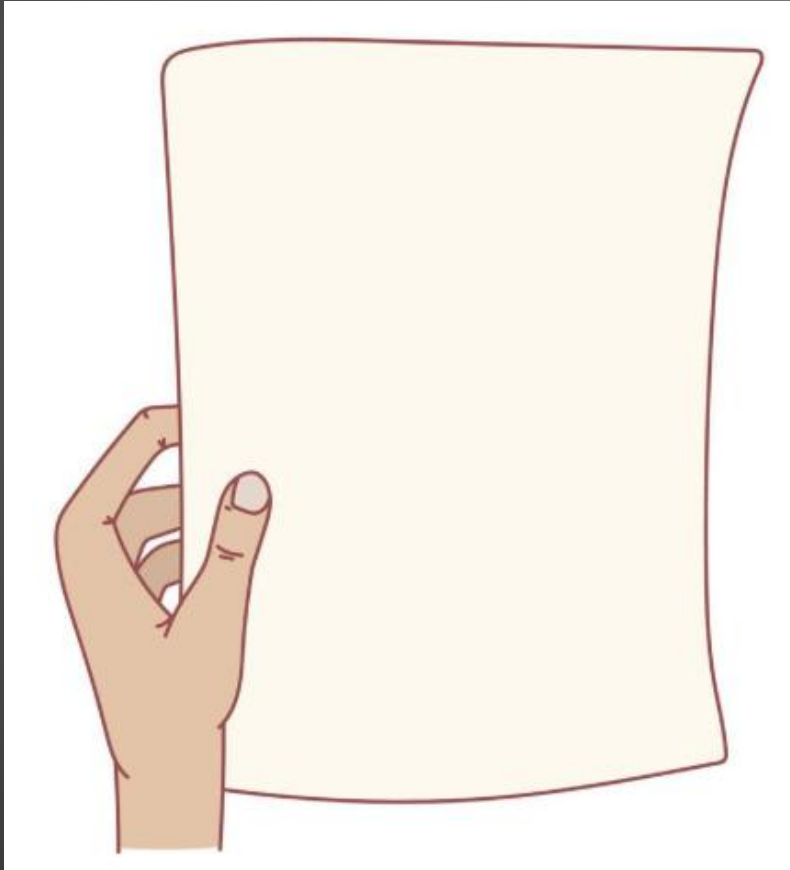


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Grab Your Paper



- Your Name
- One thing you would like me to know about you as your lecturer
- Your favourite food

What does



Mean to you??

What is Marketing??



- Marketing refers to activities a company undertakes to promote the buying or selling of a product or service.
- Marketing includes advertising, selling, and delivering products to consumers or other businesses.

- **The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit (Philip Kotler).**
- **The key purpose of marketing is to get people interested in the products or services of a company**

Some Thoughts on Marketing



01

What is marketing?

“Simply put marketing is managing profitable customer relationships. The aim of marketing is to create value for customers and capture value from customers in return”

(Kotler 2013)

02

During the last decade, the international marketing field has developed enormously, and the marketing function has now taken the central position in most companies....The Globalisation of the marketplace is now a reality”

(Ghauri 2014)

03

“Whether we recognise it or not, we are all involved, willingly or unwillingly, passively or actively, in marketing. We encounter marketing practices every day when we are exposed to advertising and product displays, evaluate brands, make buying decisions, shop and consume”

(Bowie et al 2017)

Institutional Definitions of Marketing



Two important professional bodies for marketers are the **American Marketing Association (AMA)** and the **UK based Chartered Institute of Marketing (CIM)**; here are their definitions of marketing...

01

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". (AMA)



02

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably" (CIM)



Role of Marketing in Organisations



**Building brand
awareness**



Driving sales

**Enhancing customer
relationships**



**Educating
customers**

**Supporting business
growth**



Past Marketing Essentials



- 4 P's of Marketing
- Print advertising
- Word of mouth
- Travel agents
- Location and amenities
- Customer service



Modern Marketing Essentials



- Digital Presence
- Social Media Marketing
- Personalisation
- Content Marketing
- Online Reputation Management
- Sustainability and Messaging
- Automation and AI



The Essentials in Comparison



Category	Past Essentials	Present Essentials
Channels	Print Brochures, Travel Agents, TV Advertising	Social Media, Mobile Apps, OTAs, Influencers
Focus	Destination, Accommodation & Event Features	Experiences, Personalisation & Storytelling
Visitor Role	Passive Tourist or Attendee	Co-creator, Content Creator & Brand Advocate
Measurement	Visitor Numbers, Ticket Sales, Occupancy Rates	Engagement, Reviews, ROI, Sentiment Analysis
Tools	Brochures, Visitor Guides, Billboards	AI, CRM, Automation, Influencer Partnerships, Apps
Content Style	Informational and Promotional	Visual Storytelling, User-Generated Content, Immersive Media
Decision Drivers	Price, Location and Facilities	Experiences, Authenticity, Social Influence and Reviews
Event/Tourism Experience	Standardised Packages and Events	Customised, Interactive and Immersive Experiences
Technology	Telephone Bookings, Travel Agencies	Online Booking Platforms, Apps, Virtual Tours, AI
Sustainability	Rarely Mentioned	Core Brand Value and Visitor Expectation

A Key Shift in Philosophy



Past Tourism & Events

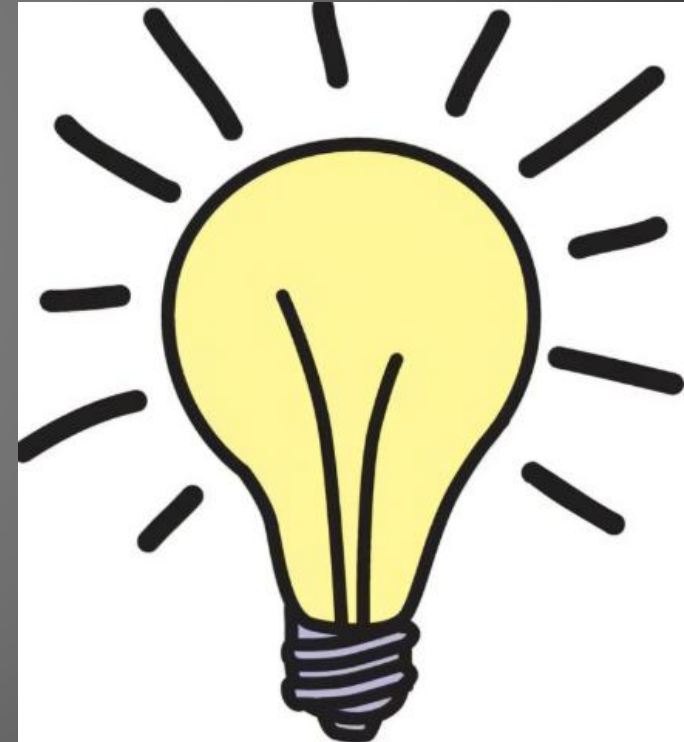
Marketing

- Selling destinations, attractions and tickets

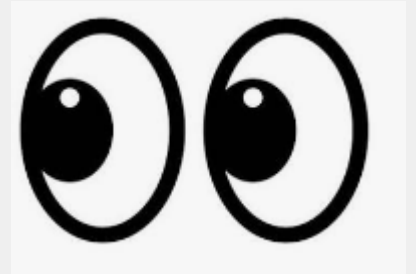
Modern Tourism & Events

Marketing

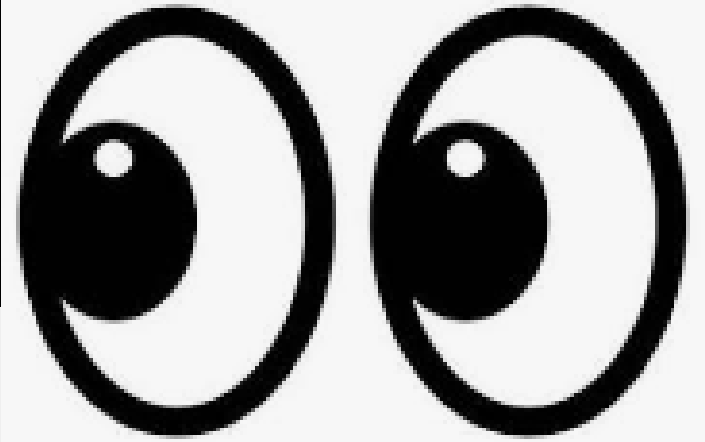
- Selling experiences, memories, belonging and identity



Do you Recognise These?



Do you Recognise This place?



**Extra point if you can
sing me the song!**

Key Takeaway.....



Strong brands, experiences and events create memorable associations through sight, sound and even smell

Customers often recognise brands before any words are used

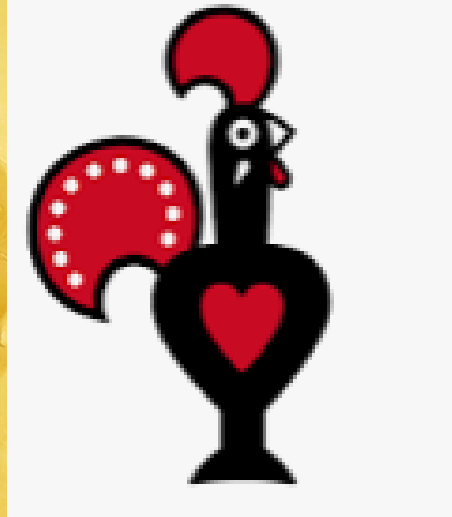


Let's Think Differently

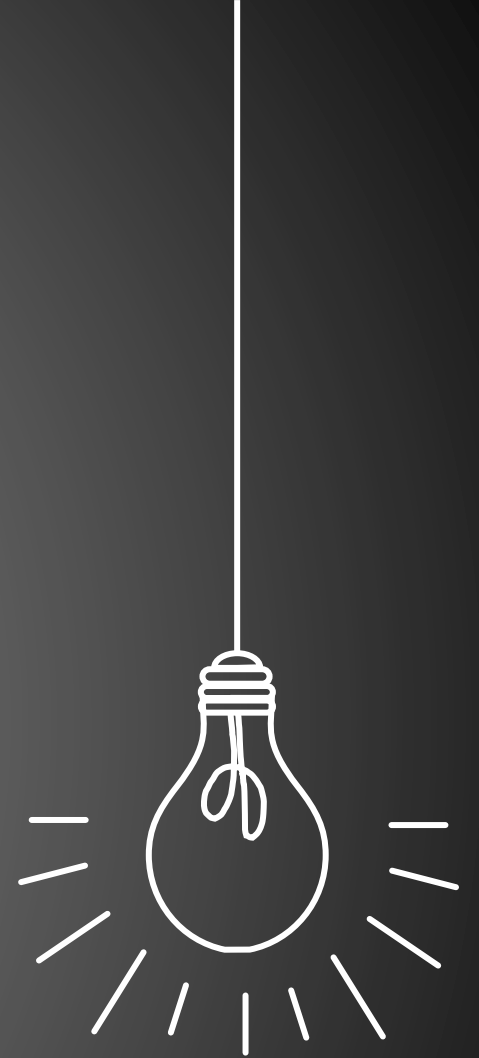




What is



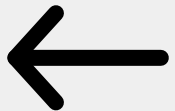
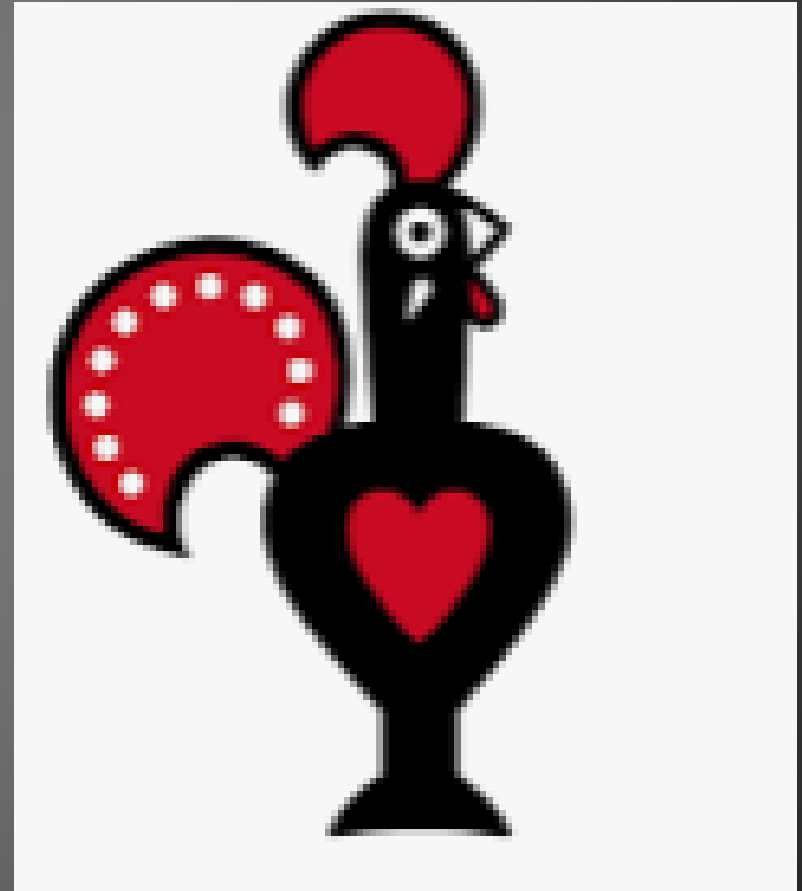
Selling



What is Nando's selling?



- Social dining
- Casual experiences
- Brand personality
- Customisation and choice
- Fun and enjoyment
- Community connection
- Lifestyle identity

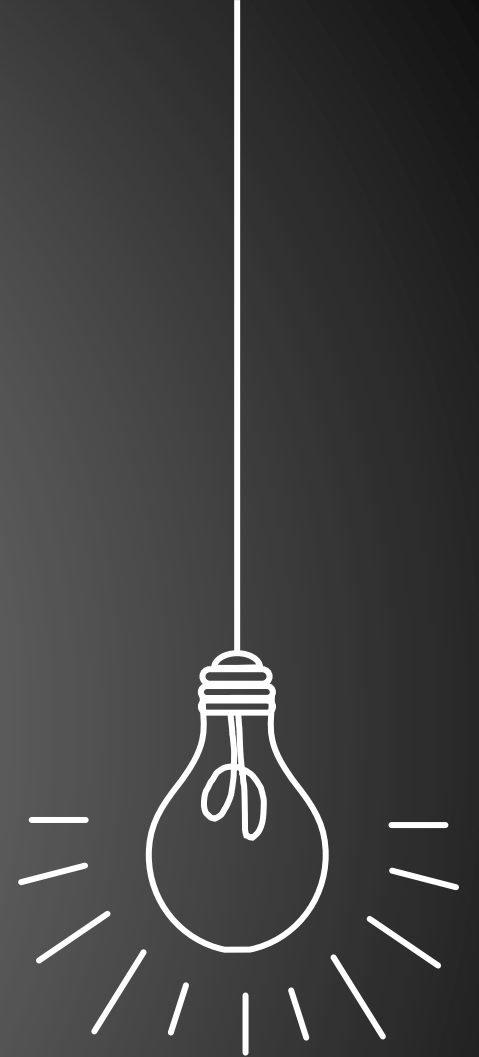




What are



Selling??



What is



selling?



- Product: Package holidays.
- What they're really selling: Stress-free happiness and quality family time.
- Their advertising rarely focuses on flights or hotels. Instead, it shows relaxation, sunshine, and happy memories.

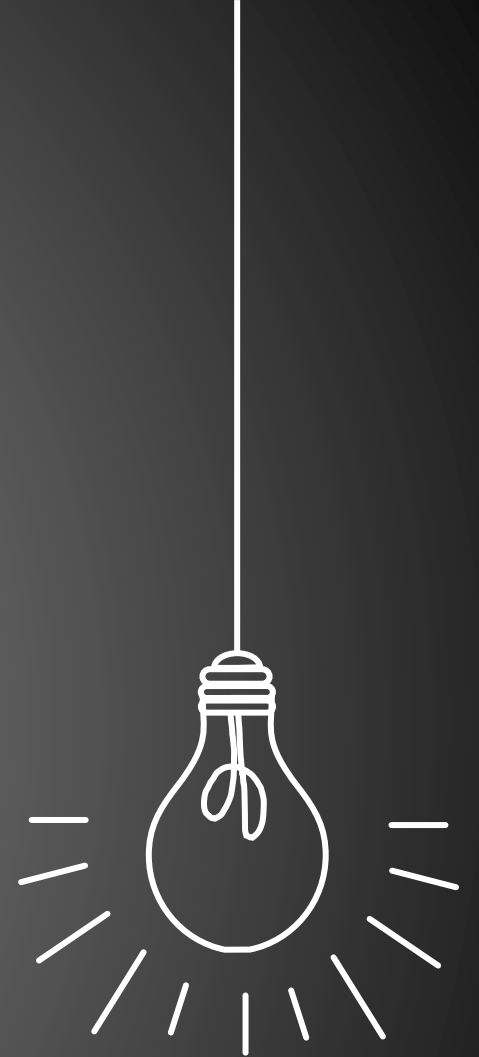




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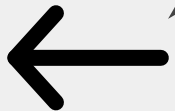
Selling

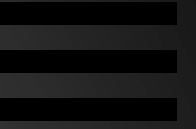


What is _____ selling?



- A “third place” between home and work
- Comfort and familiarity
- Personalisation and choice
- Convenience
- Lifestyle and identity
- Social connection
- Premium everyday indulgence
- Community
- Relaxation and escape
- A consistent global experience





Thank you!

Do you have any questions?

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