

Marketing and Sales

BMGM5001

Week 1: The Nature and Scope of Marketing

Ben Chong

k.chong@uwtsd.ac.uk

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.

- 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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Introduction to Module Aims

To introduce the students to the business discipline of marketing and the core elements from which restaurant marketing activities develop.



Introduction to Module Outcomes

- Define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess its impact within strategic and operational practice.
- Demonstrate a critical understanding of the process and stages of marketing, planning, including the role of the marketing environment, marketing research and the marketing mix.

Introduction to Module Content 1

- The nature and scope of marketing
- The different strategies of the marketing plan and how they are produced
- The role of the marketing mix
- The implication of a macro analysis gaining an overview of the macro environment.

Introduction to Module Content 2

- Elements of the internal analysis (the methods used for segmenting, targeting, and positioning within markets)
- The need for a marketing information system and the role of databases in information management; including the nature of marketing research. Methodologies, and tools.
- Digital marketing; role of social media technology, the communication mix

Introduction to Module Content 3

- The importance of stakeholders for marketing
- Sustainable marketing

Module Assignments & Deadlines

- Assessment 1 (50%)

Essay – 2000 approximately $\pm 10\%$

Due Date: Friday 03rd Nov 2023 23:59

- Assessment 2 (50%)

Individual presentation and Sales Plan

Due Date: Wednesday 15th Nov 12:00

- Briefly introduce yourselves.
- Why gastronomy management/ hospitality management?
- What do you expect from the lesson?
- Tell us something special related to you.

Week One: The Nature and Scope of Marketing

- Definition of Marketing
- Marketing Concept
- The scope of Marketing
- The difference between Sales & Marketing
- What is the relationship between Sales & Marketing

What is Sales & Marketing?

- In your opinion:

What is Sales?

What is Marketing?



What is Sales?

Old School

Model salesperson was two parts personality and one part product knowledge

Now

Customer needs and motivations, analyze and forecast market trends, use sophisticated automation tools, and develop value driven solutions in partnership with clients.

(Fogel, *et al.* 2012)

Legend Salesman - Bill Porter



How could he became
an Exceptional Salesman



What is Marketing ?

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services (Kotler, 2012).

Old Sense

Telling & Selling



New Sense

Satisfying Customer Needs

To make selling superfluous (Drucker, 1973)

Marketing is a social and managerial process by which individuals and organizations obtain **what they need and want** through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customers. Hence, we define marketing as the process by which companies **engage customers, build strong customer relationships, and create customer value** in order to capture value from customers return (Kotler *et al*, 2019).

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).

What is the trend in Marketing?

Identifying the most valuable customer,
earn customer loyalty, maintain and
manage relationship with the
customers.



Concept of Marketing

- What is Marketing Concepts?

Marketing ≠ Marketing Concepts

Concept of Marketing

Marketing Concepts

- Production
- Product
- Marketing
- Societal Marketing
- Selling



Production Concept

- Product quality and availability
- Mass production

Best quality product possible at a highly affordable price



ZARA



Any other examples?

Product Concept

- Quality
- Performance
- Innovation



Why Should I buy your product?



Any other examples?

Marketing Concept

- What the customer wants?
- Customer's likes and dislikes
- Delivering the desired satisfactions



My McDonald's App – Decide Your Deal Promotion Terms and Conditions

1. My McDonald's app Decide Your Deal Promotion consists of seven offers which will be voted for by customers (the "**Promotion**"). Customers can vote on the app daily between 20th July 2021 and 26th July 2021 for the deal they want to be available on the app on the following day. There is one vote per person per day. Customers do not need to vote in order to claim the winning offer.
2. The voting options and possible offers included in this Promotion are listed below:

Offer dates	Possible Offers (subject to the vote)
Wednesday 21 st July	99p Big Mac OR 99p Quarter Pounder with Cheese
Thursday 22 nd July	99p Filet-O-Fish OR 99p McChicken Sandwich
Friday 23 rd July	49p Mayo Chicken OR 49p Cheeseburger
Saturday 24 th July	£1.49 Three Chicken Selects OR £1.49 Chicken Legend
Sunday 25 th July	99p Six Chicken McNuggets OR 99p Vegetable Deluxe
Monday 26 th July	99p Triple Cheeseburger OR 99p Wrap
Tuesday 27 th July	99p Big Mac OR 99p McChicken Sandwich

Any other examples?

Selling Concept

Selling Concept is that customers won't buy the firm's product or service until and unless it is backed by massive selling and promotional efforts



Discounts & Cheap

Selling Concept

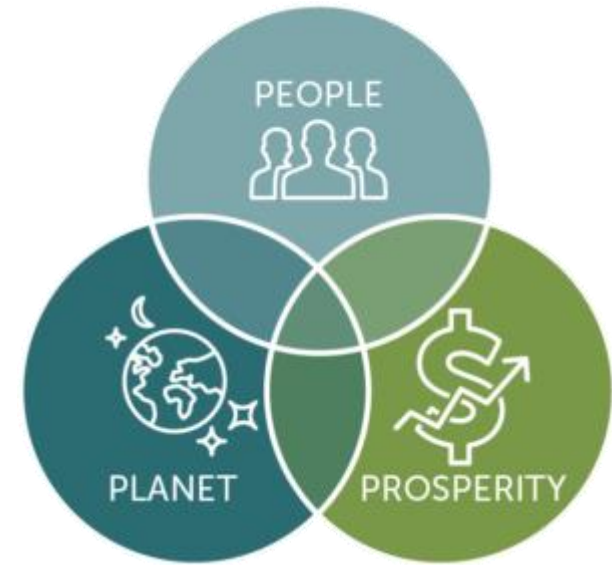
Consumers typically show buying inertia and are sometimes resistant to buying, and have to be influenced by different means so that they are agreed to buy.

Aggressive selling and promotion activities!



Societal Marketing Concept

- Known as ‘Purpose Driven Marketing’
- “Doing well by doing good”
- The immediate sales and customer relationship
- Triple Bottom Line
- Sustainability



Body Shop

FOREVER AGAINST ANIMAL TESTING

**WE WANT TO BAN THE CRUEL PRACTICE OF ANIMAL TESTING IN
COSMETICS. FOREVER.**

We've been fighting for the rights of animals since 1989. Approximately 80% of countries currently have no laws around animal testing, and together with our friends at Cruelty Free International, our Forever Against Animal Testing campaign is working towards a worldwide ban on animal tested cosmetics... forever.

Any other examples?

Activity – Presentation

- Prepare a 5-minute presentation
 - How to apply Marketing concepts in catering / hospitality industry.

Marketing Orientation

- Production
- Product
- Sales
- Societal
- Market



Marketing Function

Marketing Function

- Promotion
- Selling
- Product management
- Marketing Information Management
- Pricing
- Financing
- Distribution



The difference between Sales & Marketing

More broadly, sales departments tend to believe that **marketers are out of touch with what's really going on with customers**. Marketing believes the sales force is myopic—**too focused on individual customer experiences, insufficiently aware of the larger market**, and blind to the future. In short, each group often undervalues the other's contributions (Kotler, Rackham and Krishnaswamy, 2006).

Sales & Marketing

Marketers judge their projects' performance with a cold eye. But that performance focus doesn't always look like action to their colleagues in Sales (Kotler, Rackham and Krishnaswamy, 2006).

Example -

Apple



Greg "Joz" Joswiak
Senior Vice President
Worldwide Marketing



Mike Fenger
Vice President
Worldwide Sales

Coca-Cola



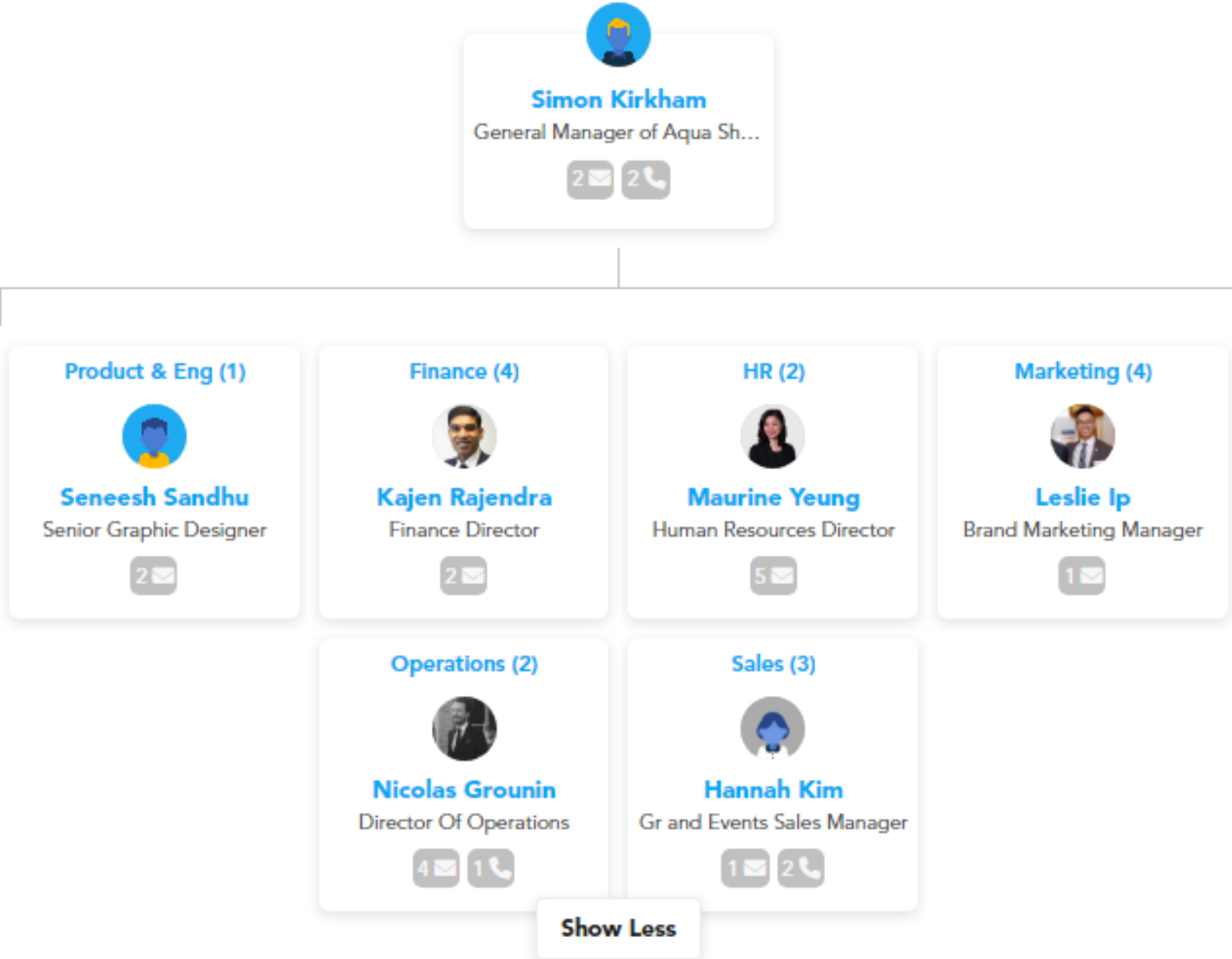
Manuel Arroyo
Global Chief Marketing Officer

McDonald's



Morgan Flatley
Executive Vice President,
Global Chief Marketing Officer and
New Business Ventures

Aqua Restaurant Group - London Org Chart





Vice President of Brand Strategy and Marketing

Ingrid Chen

📍 Hong Kong SAR



Vice President, Global Sales

SiuYin Ko

📍 San Francisco

Sales & Marketing

All too often, organizations find that they have a marketing function inside Sales, and a sales function inside Marketing (Kotler, Rackham and Krishnaswamy, 2006).

Relationship between Sales & Marketing

- Sales: relatively short term
- Marketing: relatively long Term

However, the contemporary marketing function have a high leverage in sales, which we will discuss in digital marketing.

Activity – Presentation

- Prepare a 5-minute presentation
 - How to apply Marketing concepts in catering / hospitality industry.

Next Week...

- Marketing Objective
- Marketing Strategies
- Action Plan

List of Reference

Fogel, S., Hoffmeister, D., Rocco, R and Strunk, D.P. (2012) Teaching sales, *Harvard business review*. Boston: Harvard Business Review, pp. 94–99.

Kotler, P. (2012) Marketing management. 2nd ed. Harlow: Pearson.

Kotler, P., Kelle, K., Brady, M., Goodman, M. and Hansen, T. (2019) Marketing management. 4th European edition. Harlow: Pearson Education.



THANKS!



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