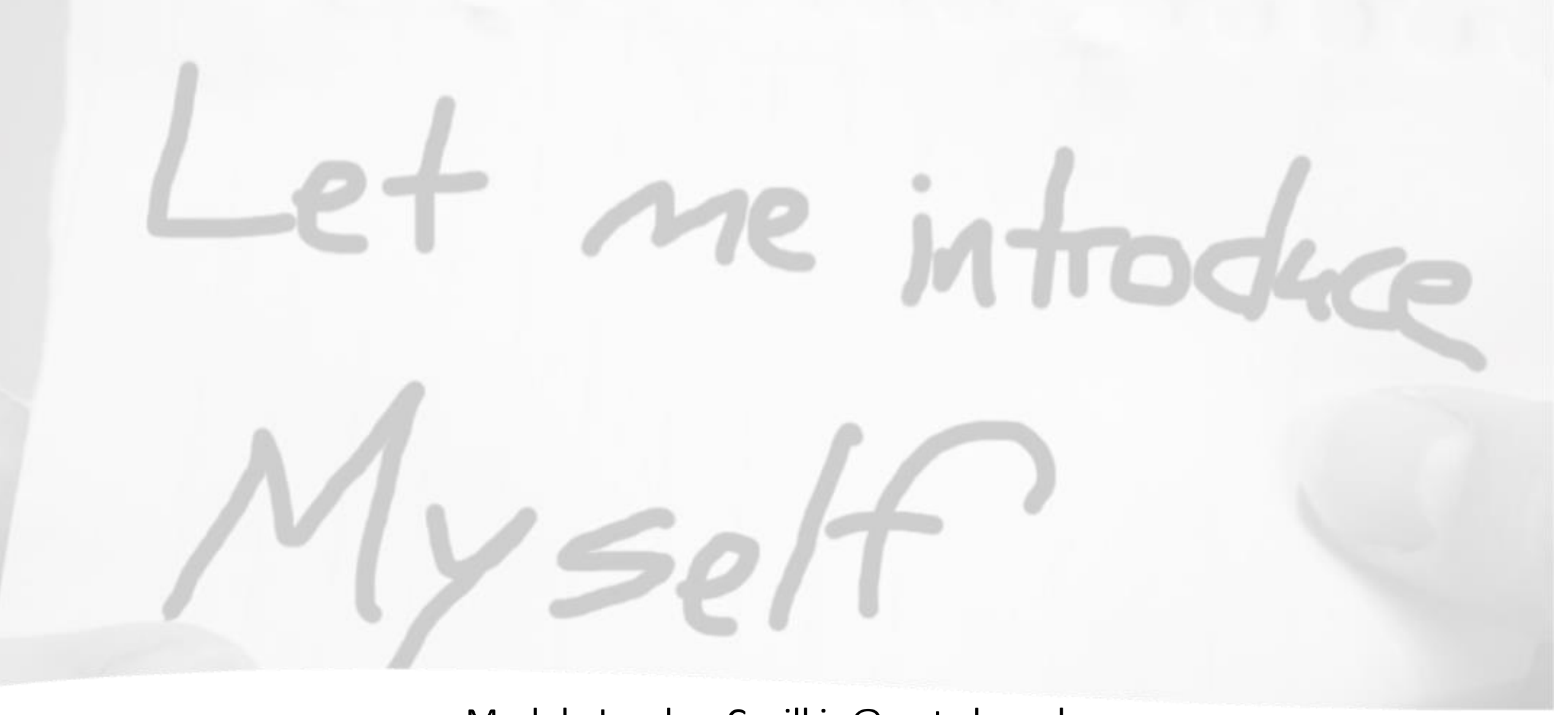
Gastronomy Management

BMGM6002 marketing and promoting restaurant facilities - Level 6

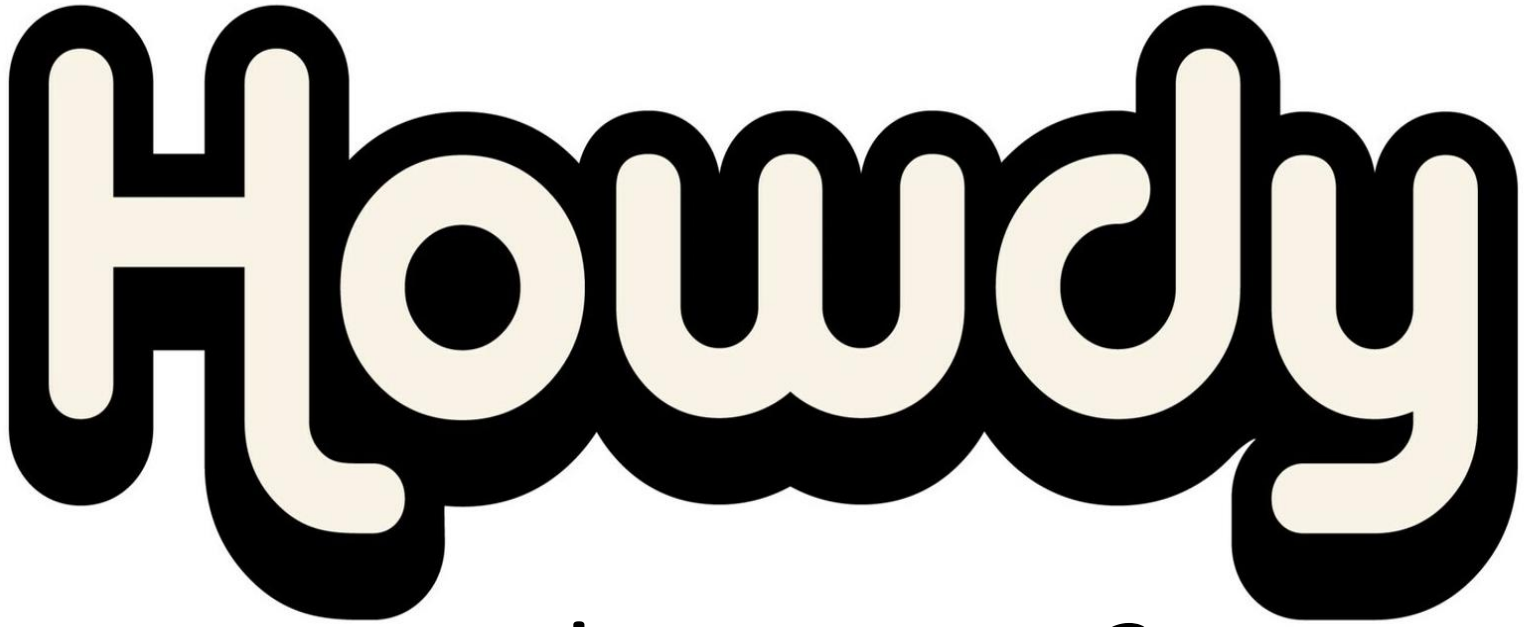
- Introduction/Overview to the
- Module Introduction to Marketing

Aims for today

- For you to learn about **me** as your Module Tutor.
- For me to get to know about **you**.
- For **you to meet each other** as student colleagues.
- For **all of us** to have an understanding of Module content & have an introduction to marketing



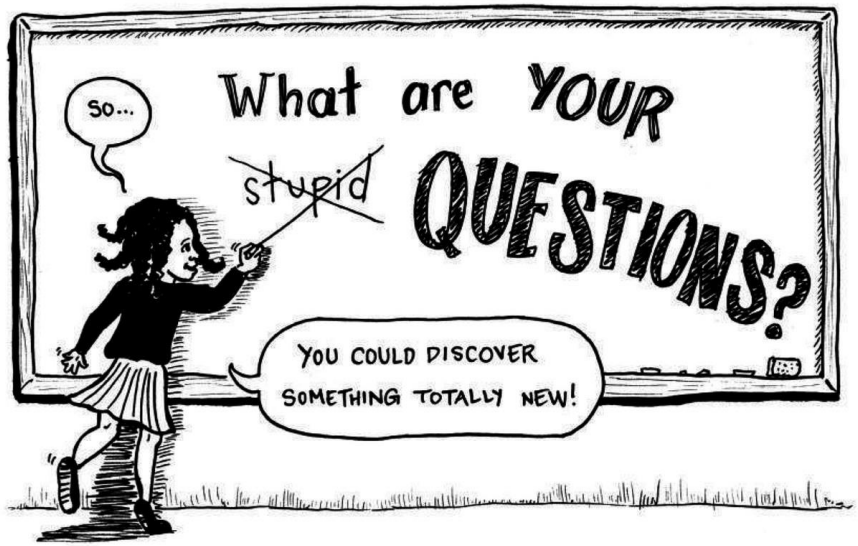
Module Leader: C.wilkin@uwtsd.ac.uk



Who are you?

Module Handbook

- This is an important document as it provides information about the module, assessment writing guidelines, resources and further information.



- One of the clearest messages we need to get to you today, is that as **Lecturers we will be supporting you!**

We understand that returning to or beginning study can be both exciting but also a little worrying…the university experience being unique from other educational experiences as we begin to focus on academic practice and self directed study.

Please ask questions as you need to, if you don't understand then either request during or at the end of the lecture to have some one-to-one time with your lecturer either after the session or at a later mutually agreed time… don't struggle and don't stress we are here to help!

Due:23rd January 23;59
A marketing report of 4000 words -/+ 10%

You will develop a niche Marketing Report/Plan to effectively promote the selected restaurant which must be confirmed by your lecturer.

MARKETING REPORT

As a Marketing professional, you are required to develop a marketing plan to effectively promote and publicise a restaurant which will be chosen by but confirmed by your lecturer. Your report should demonstrate your understanding of niche marketing, strategic marketing planning, and the use of digital and social media to engage specific target markets.

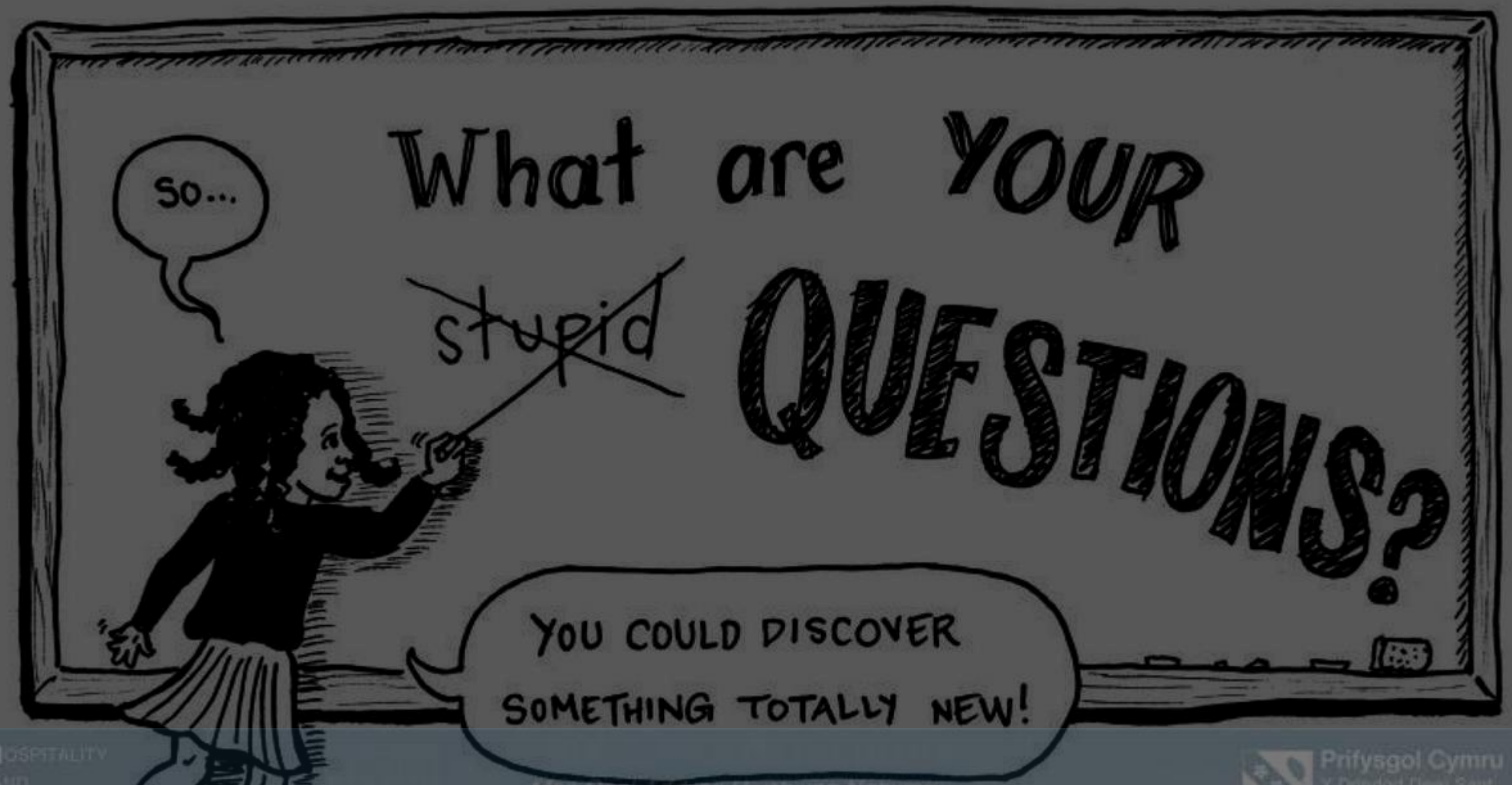
Drawing from in-class learning and frameworks, you will utilise the SOSTAC digital marketing planning system to guide your approach

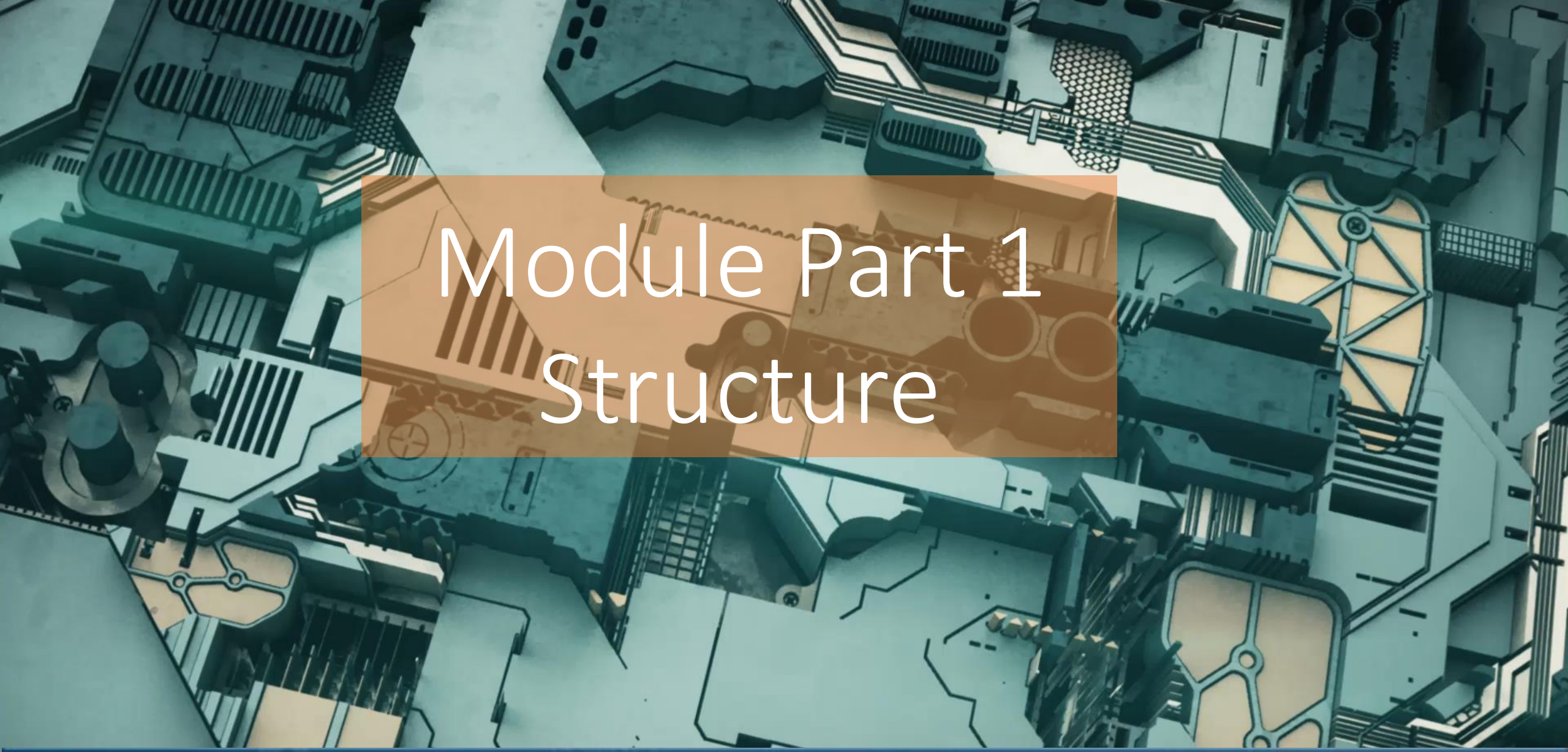
Your marketing report should reflect key areas covered in class, including strategic marketing, market segmentation, targeting and positioning in niche markets.

Consider the importance of market research, competitor analysis, and macro and micro-environmental factors when developing your plan.

The report should incorporate aspects of the marketing mix and explore the impact of digital marketing, social media, influencers, and technological advances on consumer behaviour and brand engagement.

- Do you have any questions about your assessments?





Module Part 1 Structure

SOSTAC Structure

- Situation analysis (where are we now?)
- Objectives (where do we want to go?)
- Strategy (how do we get there?)
- Tactics (the details of the strategy)
- Action (or implementation – putting the plans to work)
- Control (measurement, monitoring, reviewing and modifying)

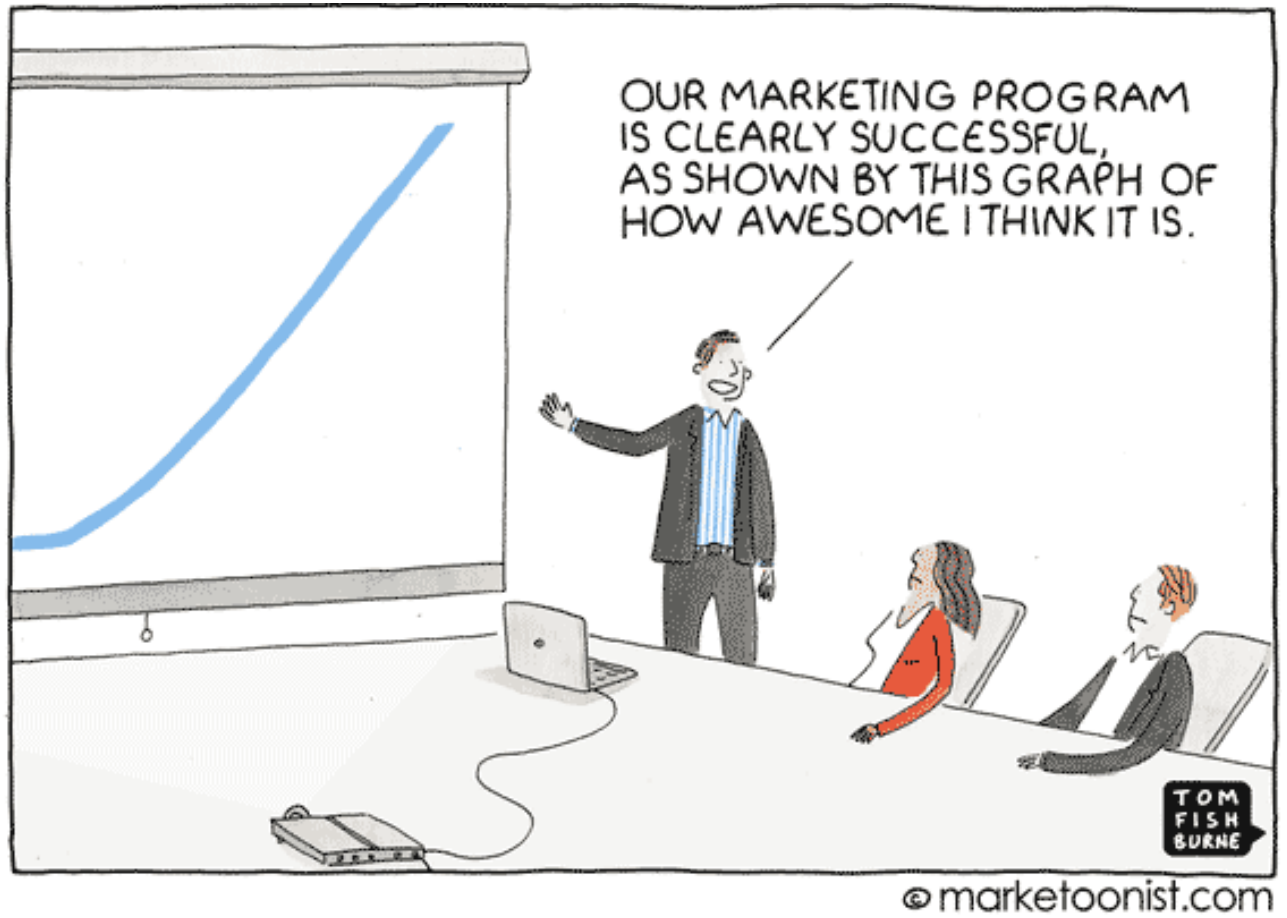
The SOSTAC Planning System

- Many approaches to developing a marketing communications plan
- No common approach but essential elements every plan must have
- SOSTAC is an aide-memoire to help ensure focus on the key elements
- SOSTAC can also be used to develop corporate plans, marketing plans, direct mail plans...even personal plans

Marketing..

How would you describe marketing? What is its function?

"Marketing is not the art of finding clever ways to dispose of what you make, it is the art of creating genuine customer value". (Kotler, 1967)



What do you value the most when choosing a restaurant for a romantic evening?

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…

- “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)

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

The Difference within the definitions…

AMA stresses the importance of value creation, customer's experience value when they use or consume a product or service…known as VALUE- IN-USE, therefore a hotel room would have no value until a customer uses it.

CIM stresses the importance of satisfying customers requirements.

If we integrate the two, we can say that every customers broad requirement is to experience value.

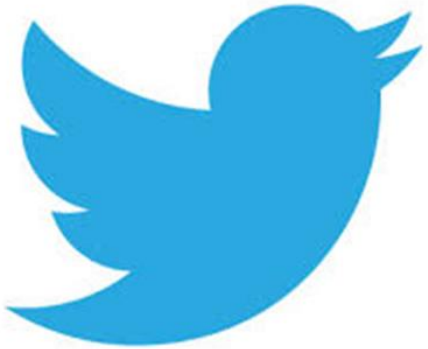
Some thoughts on marketing?

"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)

"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)

We are going to take a 15 min break…

See you soon!

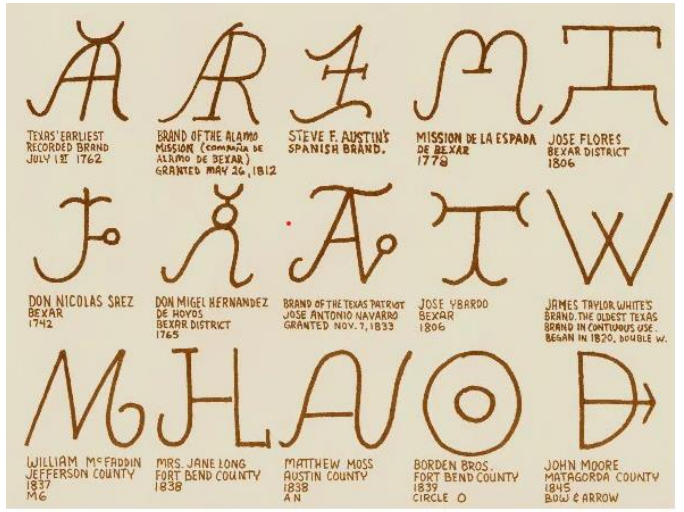


Question:

What is a Brand?

Brands, a brief history….

In Ancient Norse, a Scandinavian language, the word “brandr” means “to burn



A diagram of ancient cattle brands via Texas State Historical Association

This cattle branding made a transition with the emergence of mass production and soon brands were burned into wooden crates to show authenticity and quality (much like the cattle brands of the 17/1800’s)

When we took our walk down the high street or browse the web, you likely recognise some or all, of the brand images presented to you… but what influences you to make choices?

- *Choose a brand in the next three sectors and make some notes as to what would influence you to purchase the product.*

- **Fast Food?**

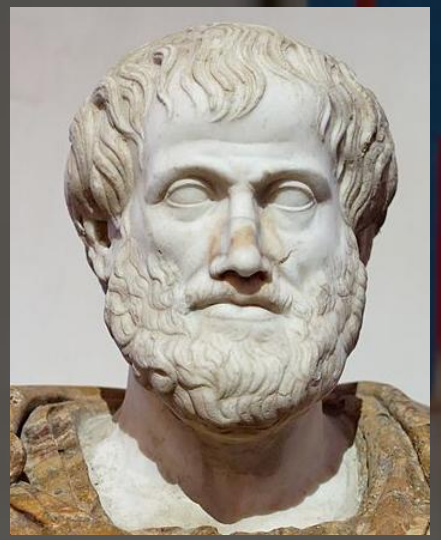
- **Shoes?**

- **Holiday destination?**

You all have made different choices, for different reasons, and there are people behind that brand that have been influencing your decision.

How do brands persuade us?

Aristotle's Mode's of persuasion "Rhetoric"



Modes of persuasion

Ethos
- Trust
- Credibility

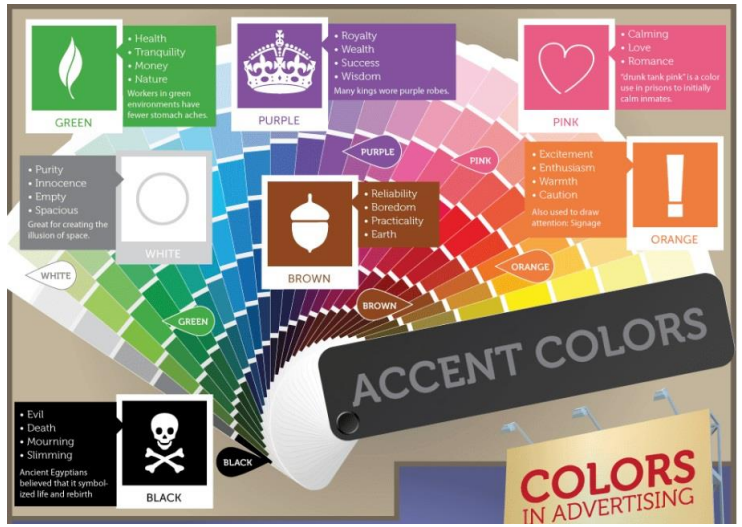
Pathos
- Emotions
- Values, Ethics

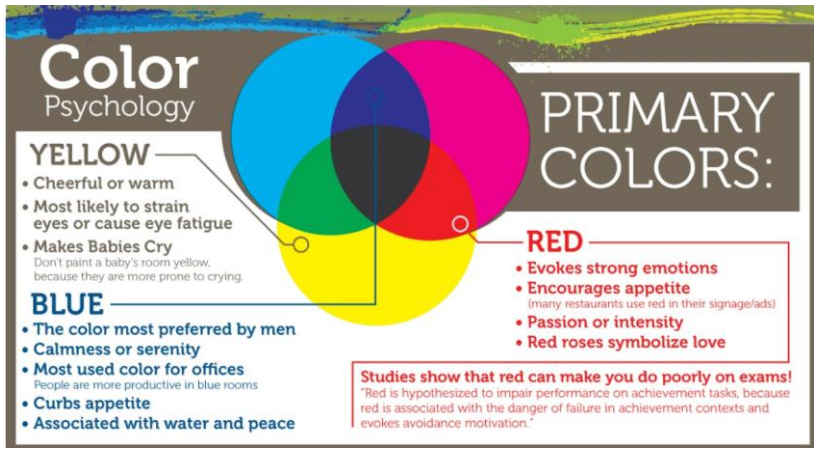
Logos
- Logic
- Reason

Which do you think you would use when promoting a restaurant like Karens Diner?

Exploring Karen's Diner in Newport: Part 1 Experience | TikTok

British tv commercials 2023 - 1 - YouTube


GREEN
• Health
• Tranquility
• Money
• Nature
Workers in green environments have fewer stomach aches.
PURPLE
• Royalty
• Wealth
• Success
• Wisdom
Many kings wore purple robes.
PINK
• Calming
• Love
• Romance
"drunk tank pink" is a color use in prisons to initially calm inmates.
WHITE
• Purity
• Innocence
• Empty
• Spacious
Great for creating the illusion of space.
BROWN
• Reliability
• Boredom
• Practicality
• Earth
ORANGE
• Excitement
• Enthusiasm
• Warmth
• Caution
Also used to draw attention: Signage
BLACK
• Evil
• Death
• Mourning
• Slimming
Ancient Egyptians believed that it symbolized life and rebirth
ACCENT COLORS
COLORS IN ADVERTISING


Color Psychology
YELLOW
• Cheerful or warm
• Most likely to strain eyes or cause eye fatigue
• Makes Babies Cry
Don't paint a baby's room yellow, because they are more prone to crying.
BLUE
• The color most preferred by men
• Calmness or serenity
• Most used color for offices
People are more productive in blue rooms
• Curbs appetite
• Associated with water and peace
PRIMARY COLORS:
RED
• Evokes strong emotions
• Encourages appetite
(many restaurants use red in their signage/ads)
• Passion or intensity
• Red roses symbolize love
Studies show that red can make you do poorly on exams!
"Red is hypothesized to impair performance on achievement tasks, because red is associated with the danger of failure in achievement contexts and evokes avoidance motivation."

COLOR EMOTION GUIDE
OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINITIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM
DIVERSITY

Next Week!

What is Marketing

Situational analysis
The 5 C's Overview

The first 2 C's in detail –
Company and Customers

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

I look forward to seeing you next week.

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

C.wilkin@UWTSD.AC.UK

References

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