

Marketing Fundamentals (LCBB4004)

(London Campus)

Week No	Tasks		Activities
	Session 1	Session 2	
Week 1	Introduction to the module: Aim, objectives and indicative content. Overview of different marketing definitions, the main difference between needs and wants, differences in B2B and B2C buying behaviour, the 4 and 7Ps marketing mix strategies, current and future trends in marketing	Marketing concepts and strategies: Discussion and analysis of different marketing orientations, explanation of the Ansoff matrix, explanation of SWOT analysis.	Group Work: Relating the four strategies from the Ansoff matrix to the Kelly Bottling company.
Week 2	The Marketing Process: An explanation of the stages in the marketing process in the context of a marketing plan. Discussion of assignment 1 and 2	The Micro and Macro Environment: Analysis of the main elements in the micro and macro environment.	Group presentation: Relate the PESTLE factors to a chosen company stating whether each of the PESTLE factors are favourable/unfavourable and why.
Week 3	Porter's Five Forces Model: Explanation and analysis of each of the five forces such as industry rivalry, threat of new entrants, bargaining power of buyers, bargaining power of suppliers, threat of substitutes. Relating the model to a company.	Segmentation, Targeting and Positioning: Definitions of segmentation and discussion of the main advantages, segmentation variables, targeting and positioning definitions and strategies, the brand value proposition.	Group Work: Create a new product/service or a new brand extension for an existing company and discuss segmentation, targeting and positioning strategies. Video: The Dragons Den Levi Roots Reggae Reggae sauce.
Week 4	Product Decisions: Overview of the different stages in the product life cycle, application of the marketing mix strategies to the different stages in the product life cycle, critical analysis of the product life cycle model, branding definitions,	Strategy: Definitions and differences between corporate, business and marketing strategy, analysis of Porter's Generic Strategy model, product life cycle strategies	Group activity: Discuss the main advantages of being a pioneer and follower company, provide examples of successful pioneer and follower companies. Video: Secrets of the super brands the fashion industry.

	advantages and analysis of different branding strategies.		
Week 5	Place: Definitions and explanation of what is distribution, channels of distribution and marketing intermediaries, distribution strategies.	Pricing Strategies: Different definitions of price, determination of various pricing strategies in a business setting.	Group Work: Questions on distribution and pricing.
Week 6	Consumer Behaviour: Explanation of the differences between high and low involvement products, determination of the stages in the consumer decision making process for a high involvement product, the social and cultural influences on consumer buying behaviour.	Integrated Marketing Communication: Explanation of the process of communication, definitions of advertising and critical analysis of advertising media, discussion of different promotional strategies in relation to sales promotion, public relations, sponsorship, direct marketing and digital marketing, discussion of integrated marketing communications and the stages in an IMC campaign.	Assignment Workshop Feedback on assignment 1.
Week 7	Deadline date of 30% assignment 1 (Blog) Stakeholders: Explanation of what is a stakeholder and the difference between internal and external stakeholders, analysis of how companies communicate with their internal and external stakeholders. The impact of various stakeholders on marketing strategy. Definitions of business ethics	Services Marketing: Definitions of a service, the characteristics of services, analysis of the extended marketing mix, service quality factors, the service quality gap model. The Kano model of customer satisfaction.	Group Work: Discussion of internal and external stakeholders of a chosen company. Discussion of the ethical and unethical activities of a chosen company.

Week 8	Case Study Analysis: Creation of a marketing plan for Cadburys Boost Guarana.	Case Study Analysis: Creation of a marketing plan for a European Jeans manufacturer.	Group Work: Presentation of answers to case study 1 and 2.
Week 9	Revision Lecture 1: Situational analysis models such as PESTLE, Porter's Five Forces and SWOT Analysis	Revision Lecture 2: Segmentation, targeting, positioning, marketing mix strategies, the Ansoff matrix.	
Week 10	Revision and formative feedback.	Revision and formative feedback.	
Week 11	Assessment Period (Assignment Submission/Exam)		
Week 12	Assessment Period (Assignment Submission/Exam)		