

Marketing and Sales

BMGM5001

Week 2: Marketing Mix

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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.

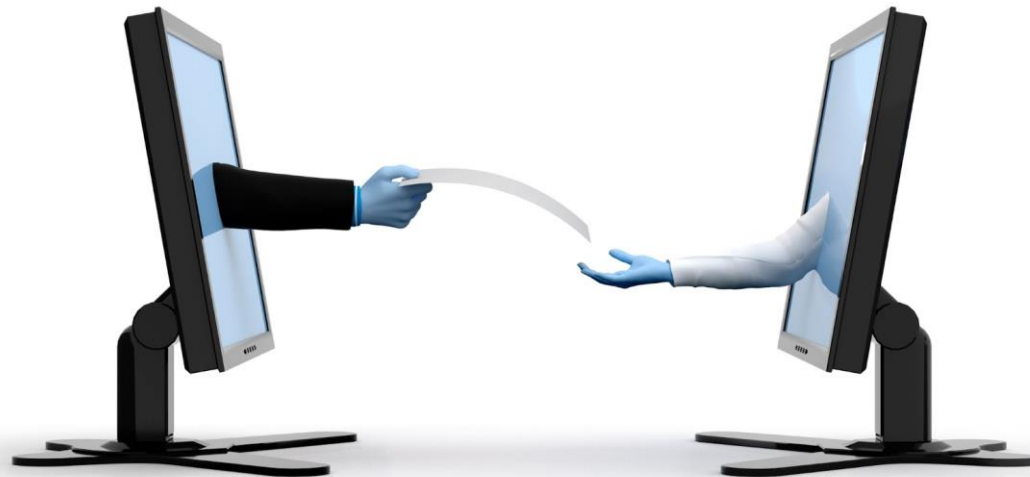
YOU must join via a laptop or PC/MAC – No attendance permitted on phones or tablets

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.



- 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



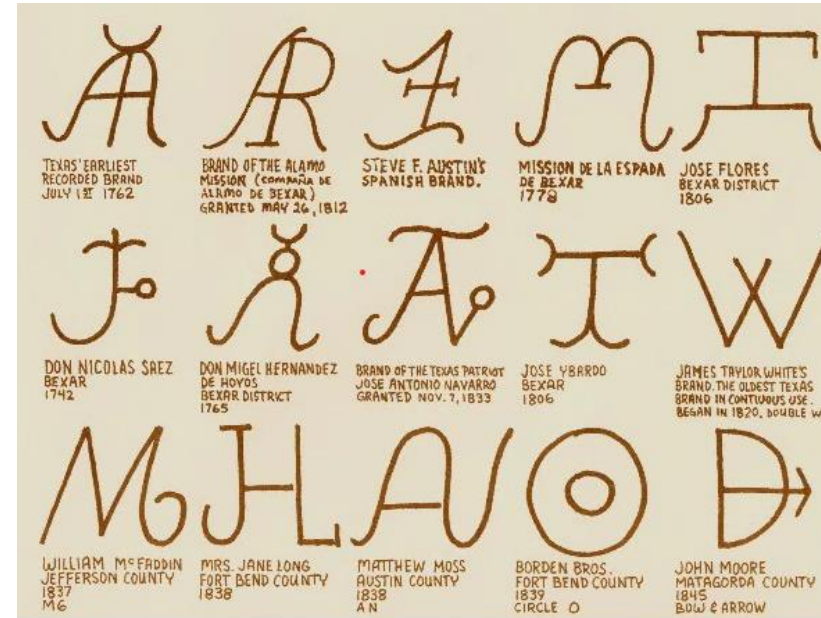
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Branding and USP

Brands, a brief history....

In Ancient Norse, a Scandanavian 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, you recognised some or all, of the brand images... 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 e.g., McDonalds, KFC, Burger King etc

Soft Drinks e.g., Coca-Cola, Pepsi, Lilt, Fanta

Hotels e.g., Marriott, Hilton, Premier Inns, Best Western

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

Using the chat box function

Write down what brands suit you

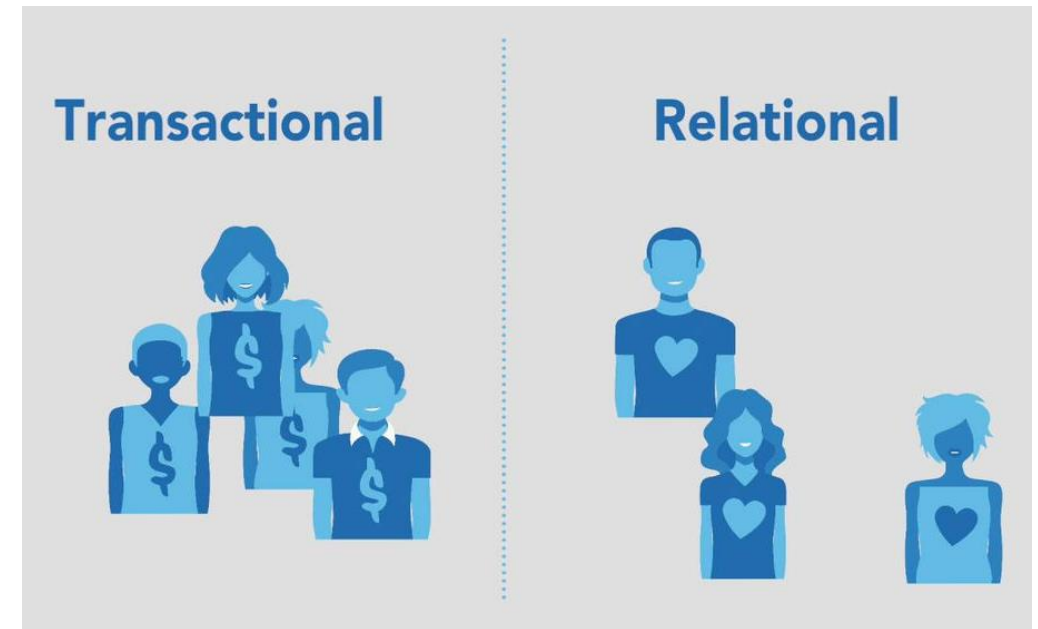
&

How do you like them to speak to you?
Celebrities/emails/TV/social media etc

How do marketers know how you like to be
contacted



- Some believe that marketing is primarily a business philosophy that puts the customer first. From this perspective the primary goal of any hospitality business is to create and **retain satisfied customers**
- An alternative perspective proposes that marketing is a management practice, that aims to manipulate customer demand “marketing’s central purpose is **demand management**” (Kotler,1999)
- And finally, **Transactional vs relationship marketing**...from a one-off sale to establishing long term relationships- **Transactional marketing** is associated with hospitality businesses that serve transient or temporary markets for example, whilst **Relationship marketing** associated with businesses who establish long term relationships, and these could be returning customers or business to business relationships.



USP

Unique selling point



- Put yourself in your customers' shoes
- Know what motivates your customers' behaviour and buying decisions
- Uncover the real reasons customers buy your product instead of a competitor's

Value propositions

- A value proposition is the “the full mix of benefits on which a product is differentiated and positioned. It is the answer to the customer’s question ‘why should I buy your product?’” – (Kotler *et al.*, 2018).

- Brand positioning who am I up against and how do I stand out
- Objective/subjective positioning – tangible/intangible differences.

You can use **Bowman's strategy clock** here as a tool

- Perceptual positioning maps
- Competitive advantage and USP
- Positioning statements

Activities - Starbucks

- Do some research and tell me what makes Starbucks unique

Starbucks - USP

Starbucks, **Love your beverage or let us know. We'll always make it right"**

- Guest Name
- Re-make
- Review and reply comments



REFERENCES

Kotler, P., Keller, K. and Chernev, A., 2021. Marketing management. 16th ed. Pearson.

Lee, P. and Calugar-Pop, C., 2021. The home-based worker. [online] Deloitte Insights. Available at: <<https://www2.deloitte.com/us/en/insights/industry/telecommunications/global-mobile-consumer-survey.html>> [Accessed 15 May 2022].

Solis, B., 2013. The Ultimate Moment of Truth and The Art of Digital Engagement - Brian Solis. [online] Brian Solis. Available at: <<https://www.briansolis.com/2013/11/the-ultimate-moment-of-truth-and-the-art-of-engagement/>> [Accessed 15 May 2022].

Todorova, G., 2015. Marketing communication mix. Trakia Journal of Science, 13(Suppl.1), pp.368-374.

Marketing Mix

A **classification system** in Marketing

McCarthy's has survived and it has become the "dominant design" or "received view".

4Ps = McCarthy's formula

(van Waterschoot and van den Bulte, 1992)

4Ps

- Product
- Price
- Place
- Promotion



TARGET MARKET?

PRODUCT:

WATERPROOF PAPER

PRICE:

25 GOATS FOR A
SHIPLOAD OF BURGERS

PROMOTION:

FREE

P
PUB



EXTRA WATERPROOF

Product

- **Media networks: Walt Disney Television, Disney+**
- **Studio entertainment: Marvels, Animation**
- **Parks and Resorts: Walt Disney World Resort, Disneyland Paris, Hong Kong Disneyland**
- **Consumer Goods & interactive media: books, comics, magazines, videos, merchandise, Figures and so on**



F&B Product

- Selection of Dishes
- Size of Portion
- Taste
- Smell
- Appearance



Price

Price —The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service (Kotler, Armstrong, Gary and Opresnik, 2021).

Price - Objective

- Profit maximization
- Profit margin maximization
- Sales Growth
- Market Share
- Survival
- Branding



Pricing Factors

- ✓ **Cost** - Fixed and variable costs
- ✓ **Marketing Mix Strategy** - Price decisions coordination
product, placement and **promotion decisions** must be coordinated
- ✓ **Marketing Objectives**
- ✓ **Product Life Cycle** – Seasonal? Perishable?

Pricing Factors

- ✓ **Competition** - Blue or Red Ocean (existing market/many competitors or new market/no competitors)
- ✓ **Target Market** – Who?
- ✓ **Economic Conditions** - Interest rate, Inflation, economic boom and recession
- ✓ **Government** – Legislation, Regulation

FAST FOOD

F&B Price

- Understandability of Price
- Bill Accuracy
- Value for Money
- Price Competitiveness



Place

(physical and promotional space)

- Where the marketing 'lives'
 - Platform
 - Channels
 - Online
- Location
 - Limited Location (Limited Edition/pop up)



F&B Place

- ✓ **View**
- ✓ **Indoor/ Outdoor**
- ✓ **Balcony**
- ✓ **Beach**
- ✓ **Special Location**







Promotion

- Marketing Campaign
- Channels



F&B Promotion

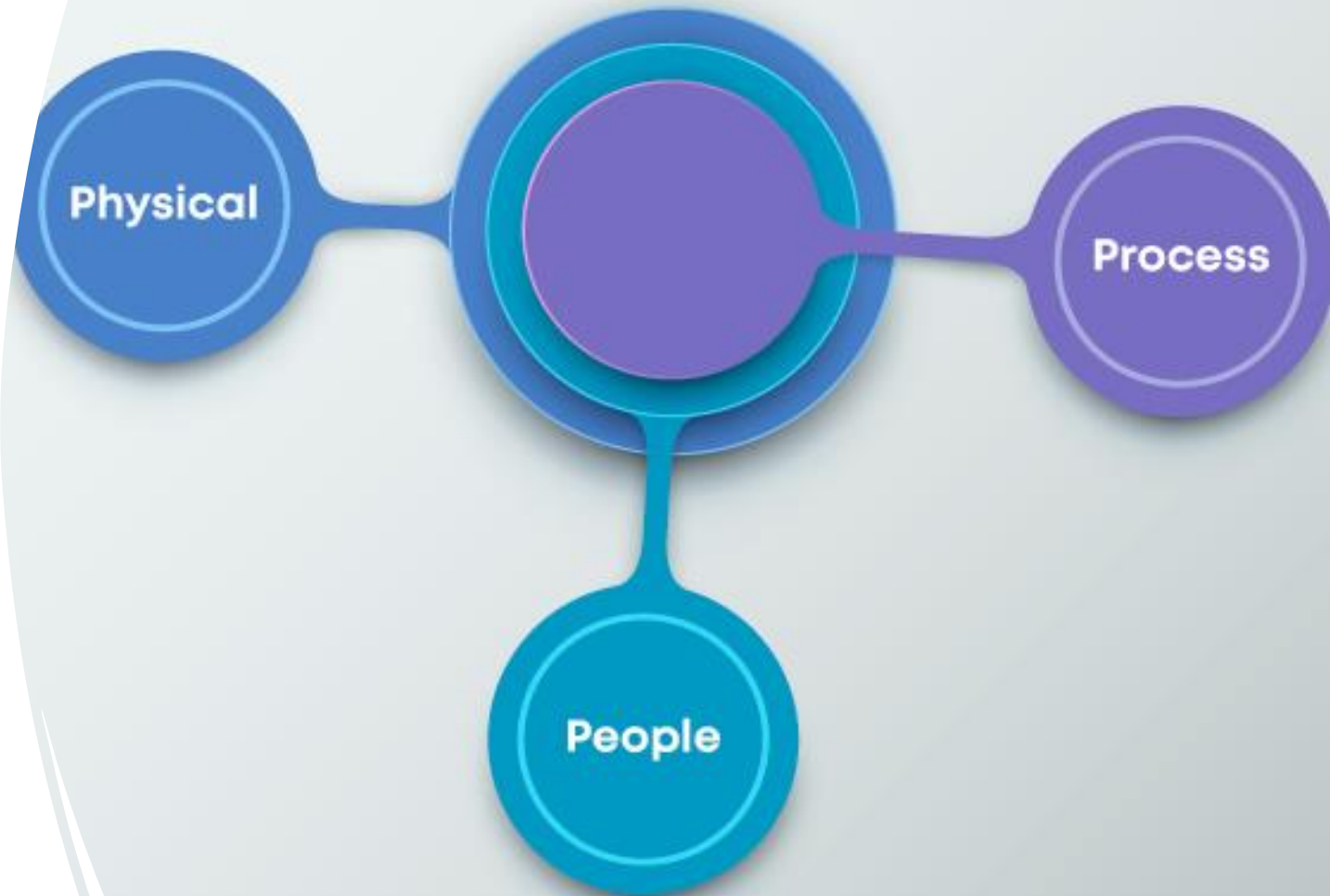
- ✓ Marketing signs
- ✓ Recommendation
- ✓ Special Offer
- ✓ Advertising



Marketing Mix

What are the other 3Ps?

- People
- Process
- Physical



People

All Employee who
contact to the customers



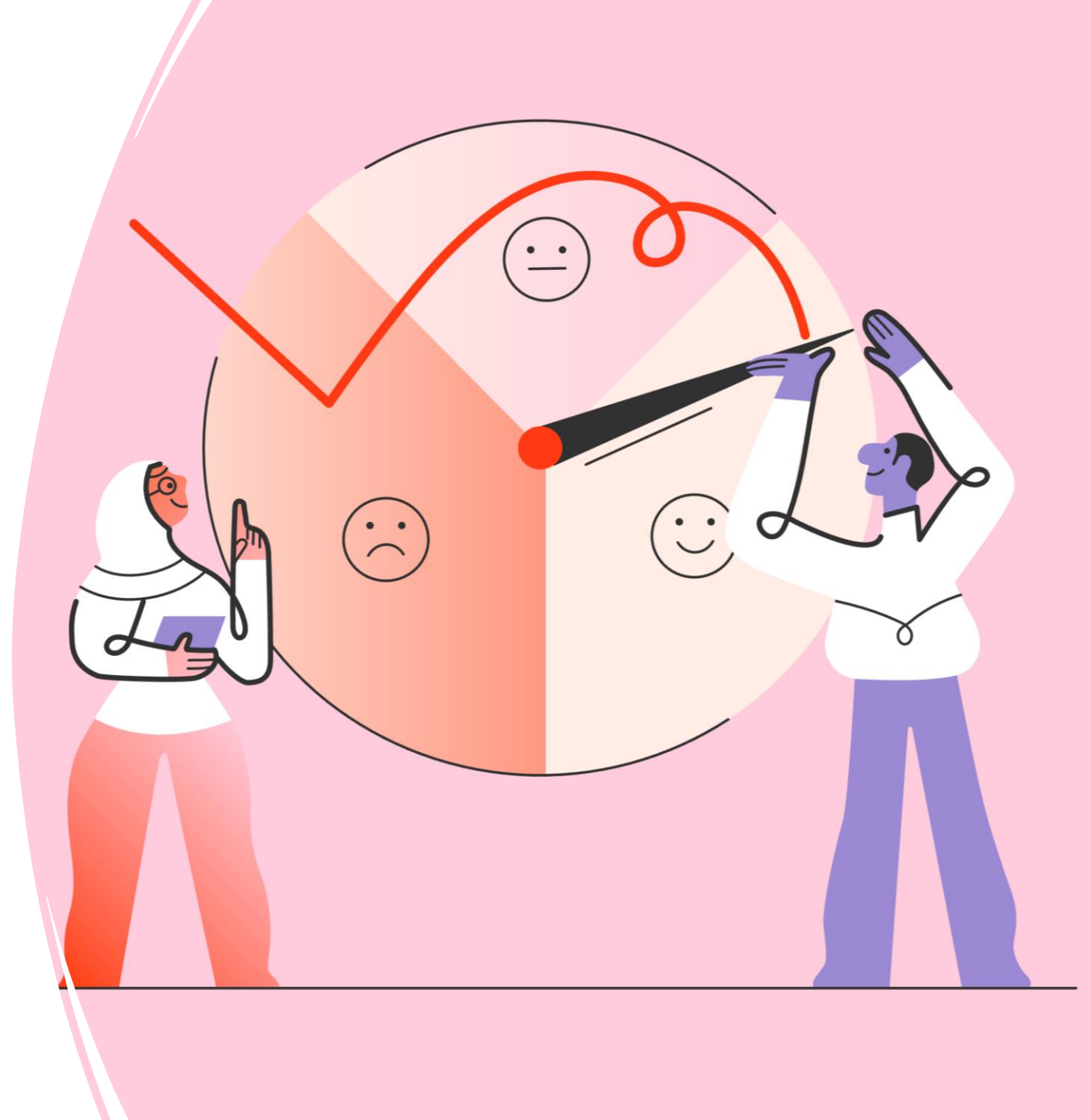
F&B People

- Sufficient Staff
- Presence of the Manager
- Distracting Presence of other customers
- Service



Process

- Waiting Time
- Logistics
- Convenient





- Environment
- Designing
- Atmosphere

Physical

Discussion

4Ps? or 7Ps?

4Ps

- Simplicity and easy for understanding
- Good pedagogic tool for introductory marketing

Activity – Presentation

- Prepare a presentation of 7Ps
 - How would you promote a new restaurant product using the 7Ps?

List of Reference

van Waterschoot, W. and van den Bulte, C. (1992) 'The 4P Classification of the Marketing Mix Revisited', Journal of marketing, 56(4), pp. 83–93. Available at: <https://doi.org/10.1177/002224299205600407>

Kotler, P., Armstrong, G., Gary M. and Opresnik, M.O. (2021) Principles of marketing. Eighteenth edition, Global edition. Harlow, Essex ;: Pearson Education Limited.



HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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 to ruth.taylor-davies@uwtsd.ac.uk

