

Marketing and Sales

BMGM5001

Week 1: The Nature and Scope of Marketing

Ruth Taylor-Davies

ruth.taylor-davies@uwtsd.ac.uk

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.

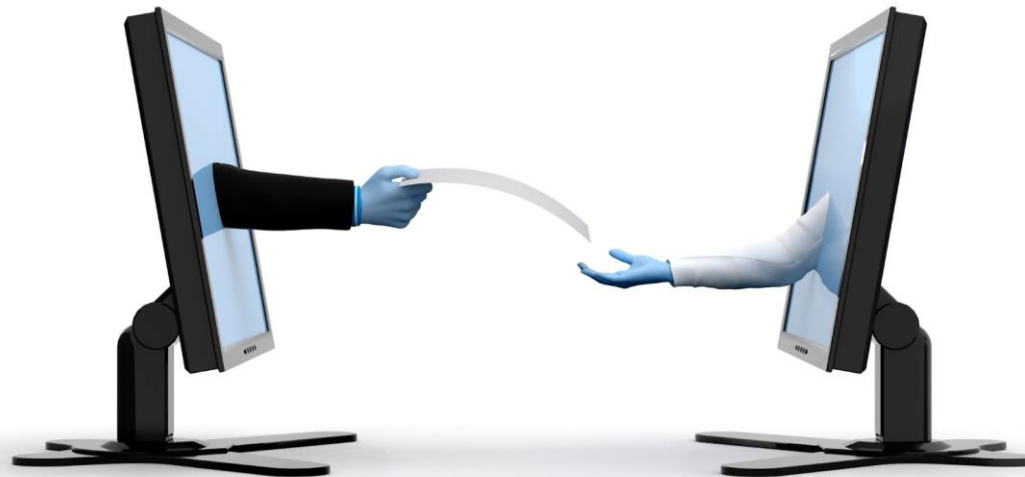
YOU must join via a laptop or PC/MAC – No attendance permitted on phones or tablets

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





Pleased to meet you!

Let's say hello!...and do the register.

Ruth

Taylor-Davies

ruth.taylor-davies@uwtsd.ac.uk



Table of Contents

1. Module Aims
2. Learning Outcomes
3. Assignment
4. Definition of Marketing
5. Marketing Concept
6. The scope of Marketing
7. The difference between Sales & Marketing
8. What is the relationship between Sales & Marketing

Introduction to Module Aims

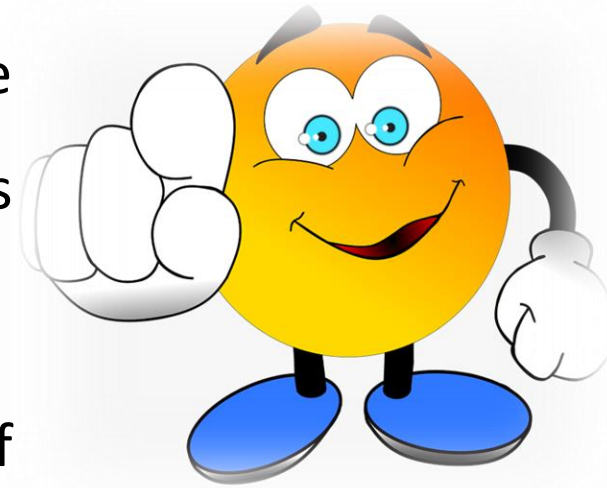


To introduce you to the business discipline of marketing and to explore the core elements relevant to restaurant marketing.

Introduction to Module Outcomes

Or what you'll be able to do as a result of this course....

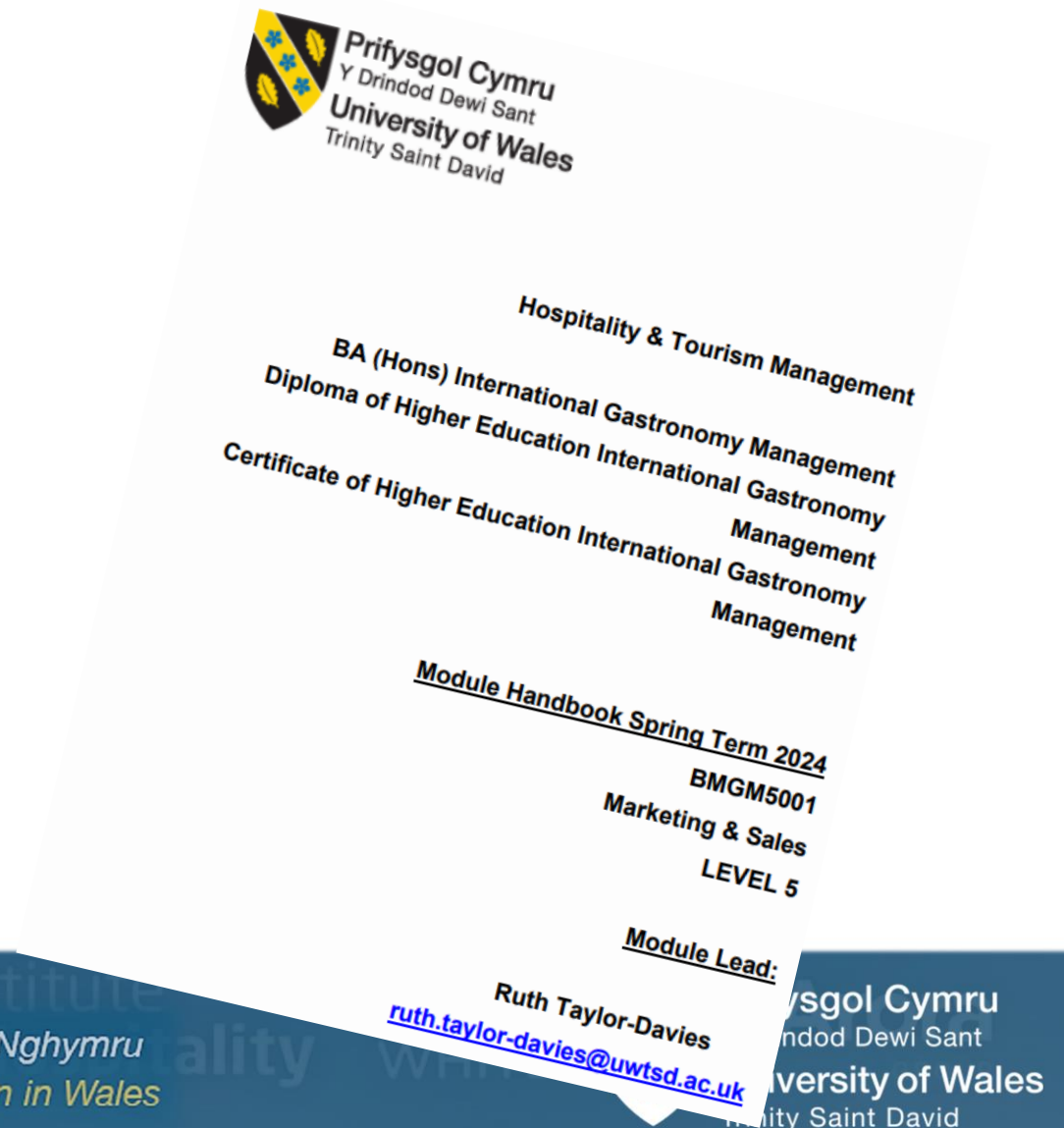
- Define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess marketing's impact within strategic and operational practice.
- Demonstrate a critical understanding of the process and stages of marketing planning, including the role of the marketing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



Introduction to Module Content 1

Let's look at the handbook together...

It's in the course's Moodle tile – send me a thumbs up emoji when you have it.



Module Assignments & Deadlines

- Assessment 1 (50%)

Essay – 2000 approximately $\pm 10\%$

Due Date: Friday 9th February 2024

- Assessment 2 (50%)

Individual presentation and Sales Plan

Due Date: Friday 27th February 2024

ACTIVITY

Write a short marketing pitch about yourself:

- What are you best at – Communicating? Hard working etc?
- What skills have you got in terms of gastronomy/restaurant management (either from work or from placements)?
- What are your ambitions?
- Take 10 minutes to develop your 'pitch'. You will then have a minute to present it to the class.

Week One: The Nature and Scope of Marketing

- The relationship between Sales & Marketing
- Definitions of Marketing
- Marketing Concepts

What is Sales & Marketing?

- In your opinion:

What is Sales?

What is Marketing?



What is Sales?

Old School

The Model salesperson was two parts personality and one part product knowledge

Now

We look at customer needs and motivations,
...analyse and forecast market trends,
...use sophisticated automation tools,
...and develop value driven solutions in
partnership with clients.

(Fogel, *et al.* 2012)

Legendry Salesman - Bill Porter



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).

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).

Relationship between Sales & Marketing

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

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

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).

Old Sense

Telling & Selling



New Sense

Satisfying Customer Needs

To make selling superfluous (Drucker, 1973)

What is the trend in Marketing?

- Identifying the most valuable customer
- Earning customer loyalty
- Maintaining and managing relationships with their customers



Marketing Concepts

- Production
- Product
- Marketing
- Societal Marketing
- Selling



Production Concept

- Product quality and availability
- Mass production

Best quality products possible at an 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 level of satisfaction



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

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 purchasing, and have to be influenced by different means to pressure them into buying.

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 presentation (minimum 5 slides)

Using a restaurant you have worked in as a case study, develop some slides about their marketing...

- Who does the marketing for them? In-house or external? Is there a designated role/s?
- Who are their main customers?
- What platforms do they use – print, social media, etc?
- What does their marketing say? What marketing messages do they use?
- Use images of adverts/posts etc to show examples of their marketing activity.

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.





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

