

Effective Management

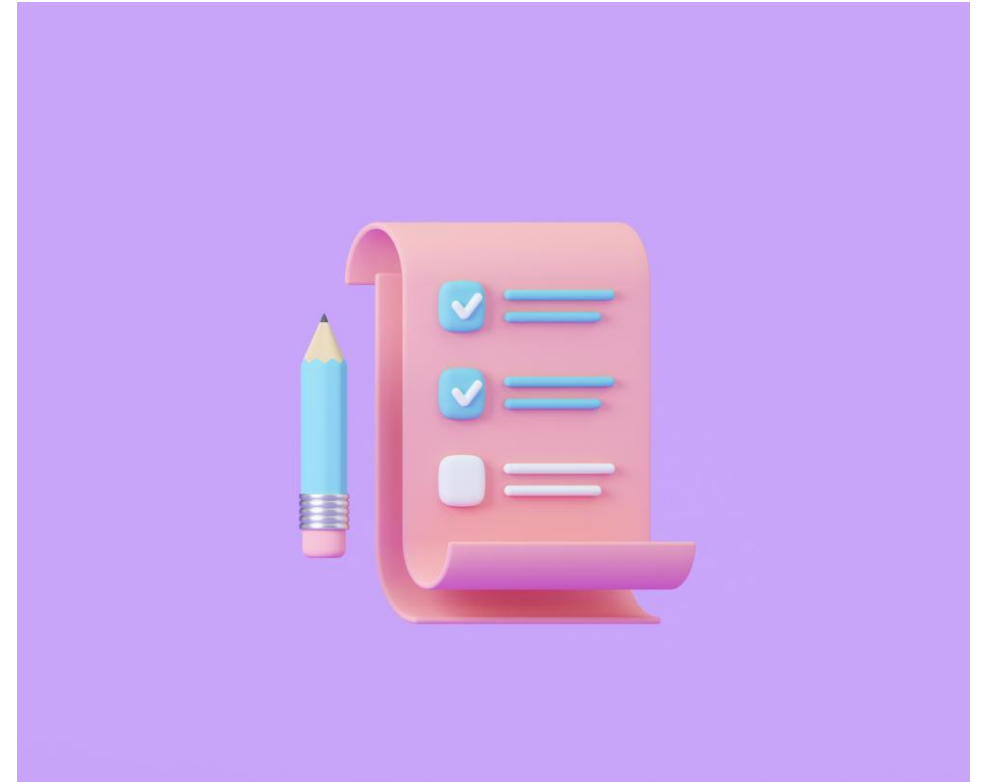
BMGM4000

Week 4: Marketing Principle

j.newport@uwtsd.ac.uk

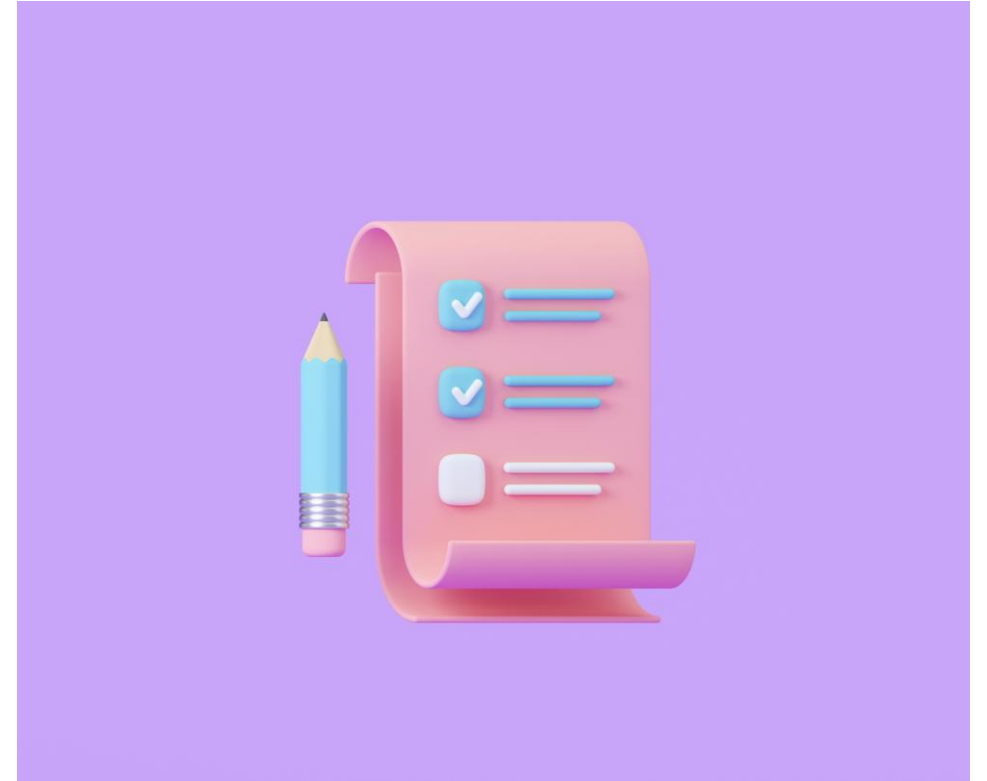
Agenda

- What is marketing?
- Market Segmentation
- Marketing Mix – 7P's
- Group Activity



Recap of last week

- Digital Skills Session – Jess Hill
- Assignment Workshop





What is marketing?

“Marketing encompasses every part of a plan to turn a prospective consumer into a happy and satisfied customer.

It includes everything from market research to advertising. The goal of marketing is to convince a person that your product is worth investing in, establish brand loyalty and increase overall sales.

As you probably already know, this is no easy task. That’s why marketers need to spend time learning more about potential customers. This lets them discover which marketing strategies might be most effective in breaking through a crowded sea of marketing ploys.”

Snyder, K. (2024)

Is known globally as “The father of modern marketing”

“If the marketer does a good job of identifying consumer needs, developing appropriate products, and pricing, distributing, and promoting them effectively, these goods will sell very easily.”

“Marketing is the art of creating genuine customer value. It is the art of helping your customer become better off. The marketer’s watchwords are quality, service, and value.”

“Who should ultimately design the product? The customer, of course.”

Kotler, P. (n.d)

Philip Kotler



Which means that effective management is required to assist in successful marketing!

Join the Vevox session

Go to **vevox.app**

Enter the session ID: **135-817-031**

Or scan the QR code





In what ways can a Food and Beverage Manager contribute to marketing activities?



In what ways can a Food and Beverage Manager contribute to marketing activities?

tasting menu create videos keep menu
social media
quality feed back customer promote to customer
seasonal changes present the food
advertising social media manage hello menu design
better trained staff seasonal campaigns
plating event planning
visual content creat

RESULTS SLIDE



How a F&B Manager contributes to marketing

Area	Contribution
Menu	Design, past trends, popular & high profit items, descriptions and visuals
Events, Promotions & Partnerships	Themed/special events, temporary or ongoing promotions, strategic partnerships with suppliers
Customer Experience	High quality service, staff training & development, incentives, service & food presentation, customer engagement & feedback
Market Insight	Food trends, competitor analysis, guest preferences, data-driven decision making, targeted campaigns
Branding	Dining experience compliments brand identity, staff development for upselling, knowledge & service standards. Consistent delivery

Beware of The Cobra Effect!



Marketing is heavily focused on incentives:

1. For the customer
2. For the business
3. For the staff members

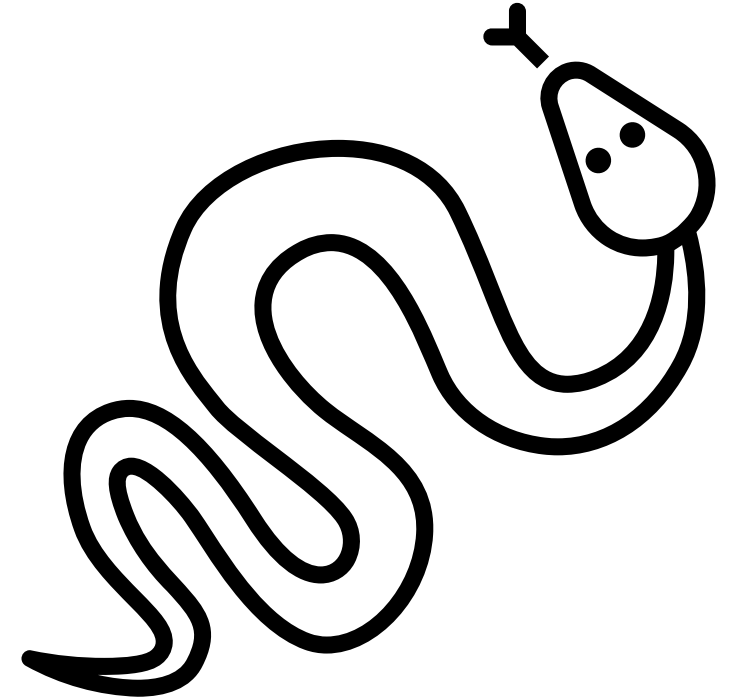
BUT

Focusing only on incentives can produce negative results!

WHY?

Because an incentive can become an expectation. When removed, a customer may stop choosing your establishment, a staff member may stop pushing themselves to perform and the business may have lacked focus in other areas whilst riding the wave of increased business, resulting in poor performance overall.

Beware of The Cobra Effect!





Break



Marketing Segmentation

Splitting a large market into smaller groups for a clearer focus



Join the Vevox session

Go to **vevox.app**

Enter the session ID: **135-817-031**

Or scan the QR code





Why may one customer select a fine dining restaurant, whilst another may select a budget fast food restaurant?



Why may one customer select a fine dining restaurant, whilst another may select a budget fast food restaurant?

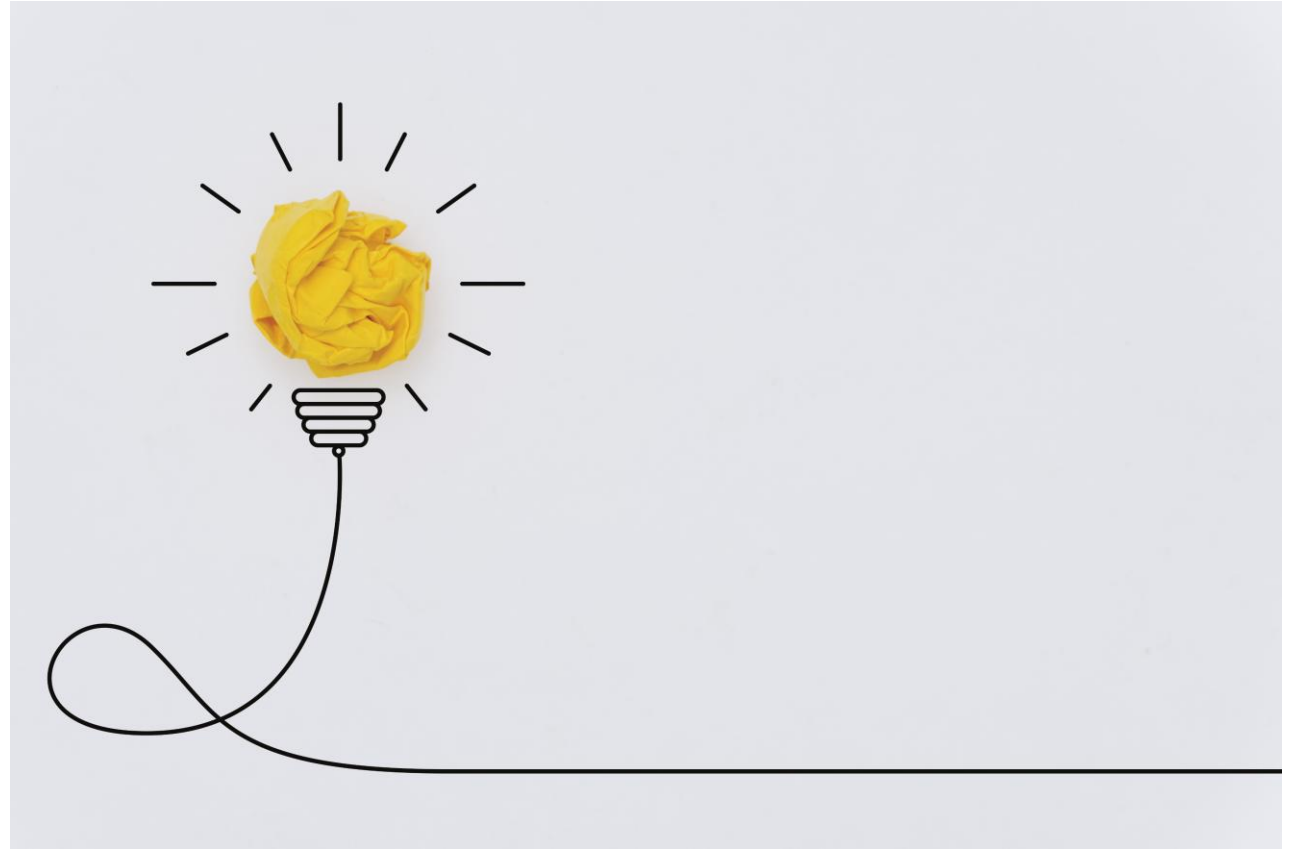
different pallets accessibility
busy life style social media service expectations
low pay salary price value affordability
budget value status affordable
thicker wallet simple vs complicate kids
date preference accolades food experience
time constraints affluence convenient

RESULTS SLIDE



This outlines...

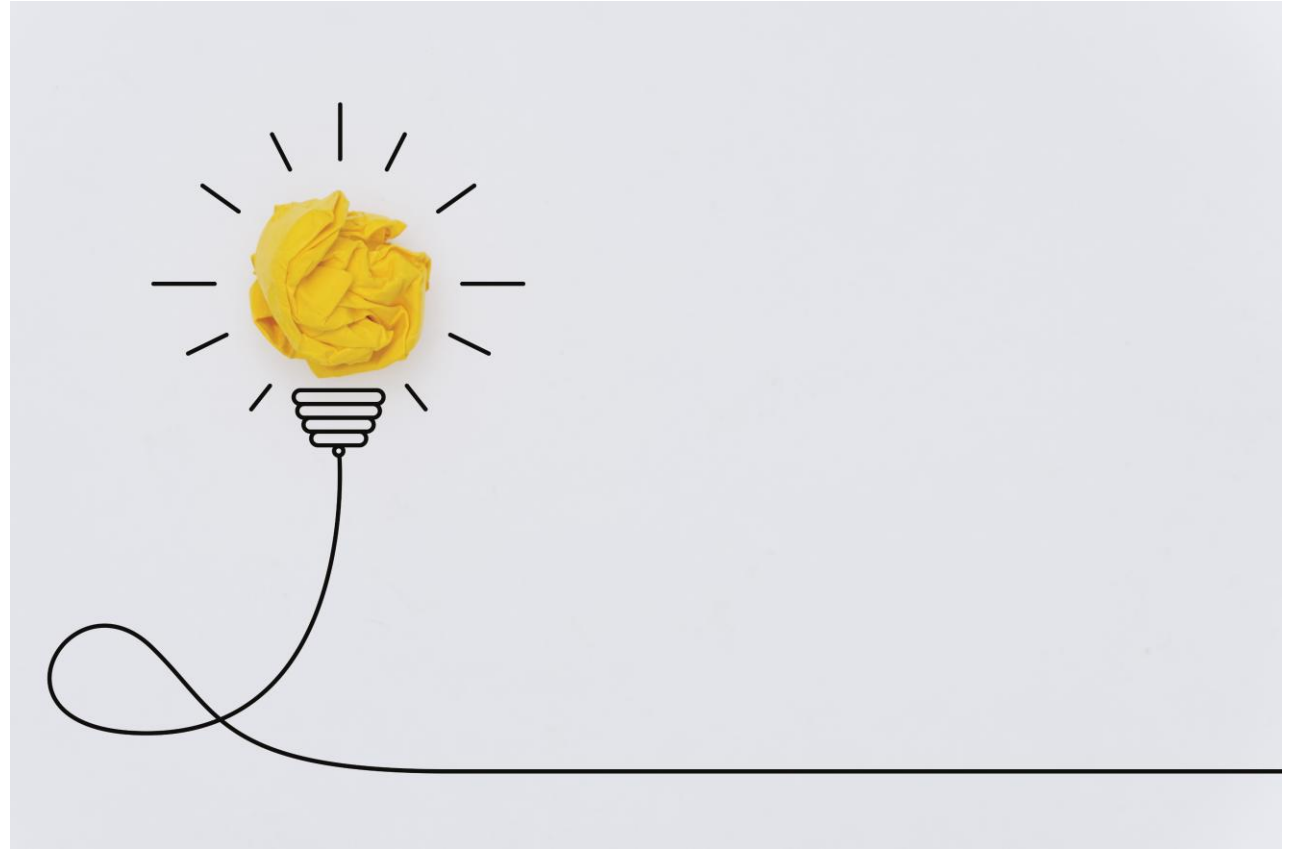
Market Segmentation!



It is necessary because of...

Differing:

1. Needs
2. Circumstances
3. Preferences
4. Resources





Marketing Mix



What makes you return to a restaurant?



What makes you return to a restaurant?

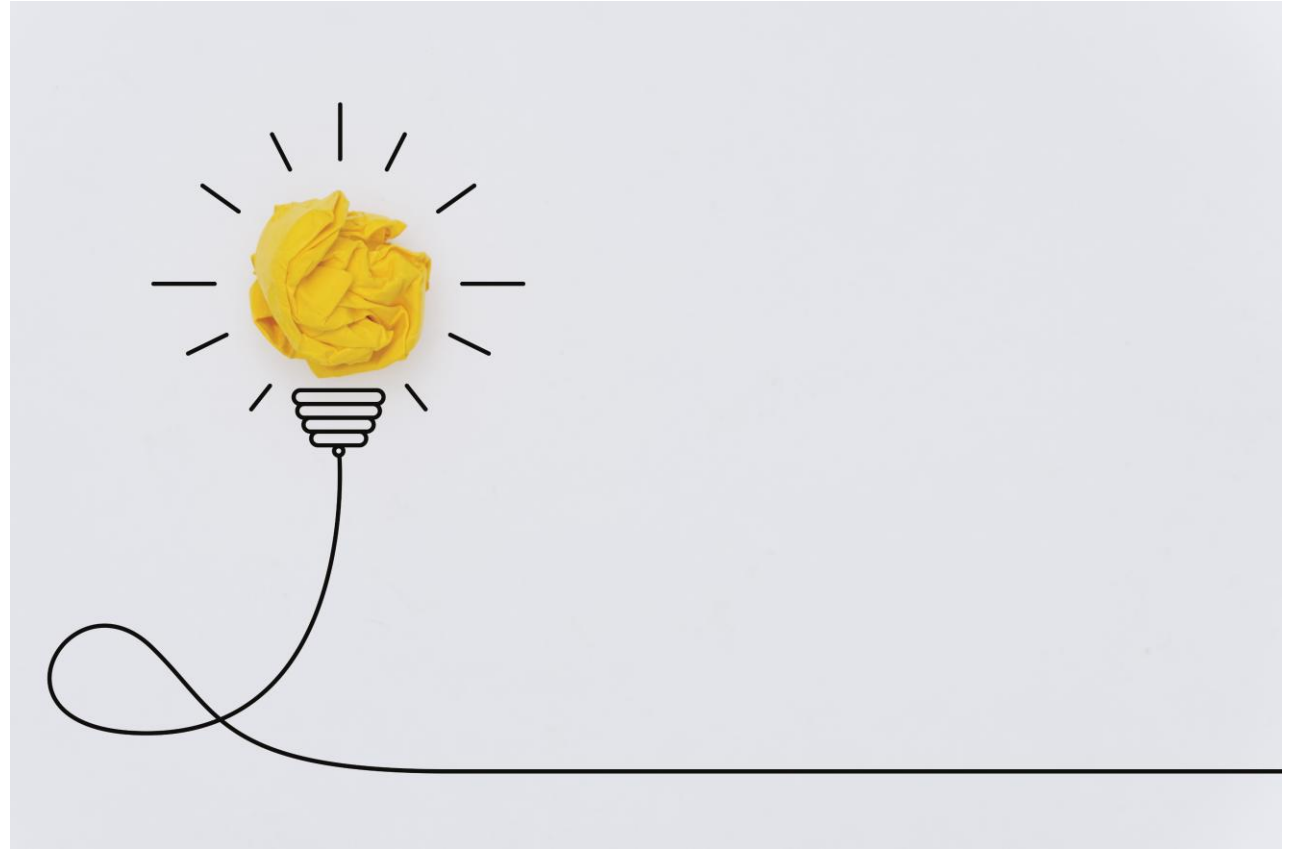
wallet indent after
price matching my needs atmosphere
how are you service portions
taste meow
draught selection freshly food tasty food
seats cleanliness good food
offers toilets staff location waiter's
variety quality and taste deals parking
ambient burger size price and quality

RESULTS SLIDE



This outlines...

The 7P's of Marketing!



The 7Ps of Marketing

4 core elements:

- Product – what are you selling?
- Price – how much?
- Place – physical location/online platforms
- Promotion – how will you advertise?



The 7Ps of Marketing

3 extended elements:

- People – the staff members & their customer interactions
- Process – operational & service sequences
- Physical – visual elements: décor, branding, uniform etc



Activity

Which “P” does your scenario belong to?

Feedback your findings

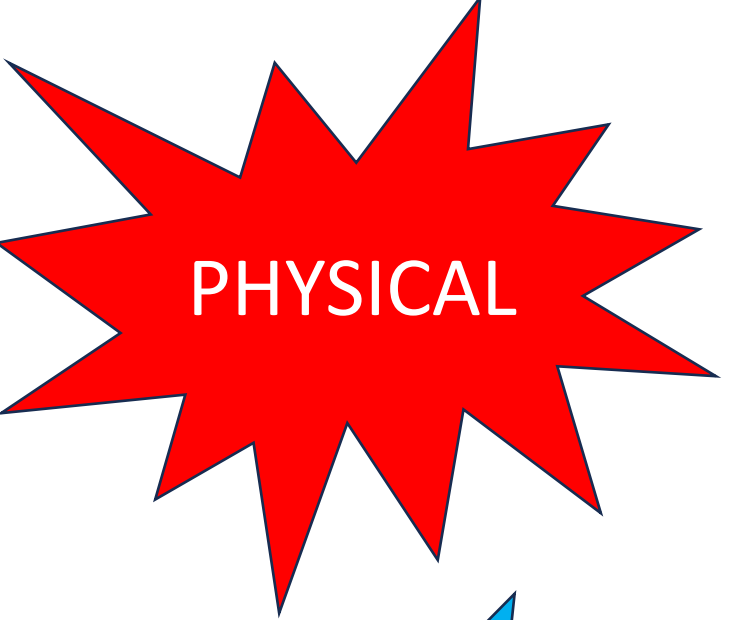




PRODUCT



PROMOTION



PHYSICAL



PLACE



PRICE



PEOPLE



PROCESS

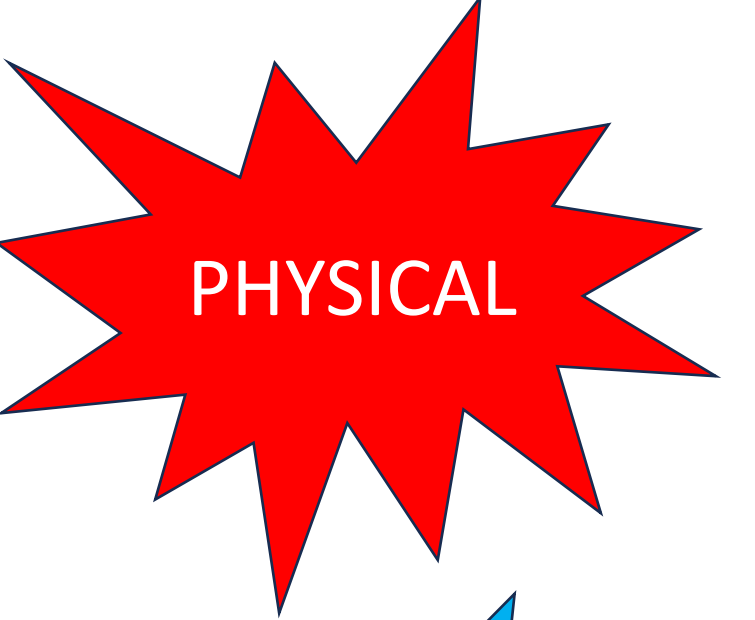
Scenario Number	Scenario Details
1	A café offers a 10% discount for students
2	A restaurant runs a “buy one get one free” lunch deal on Instagram
3	A restaurant introduces a new vegan tasting menu
4	A restaurant ensures all napkins have a printed logo
5	A bartender remembers regular customers’ favourite drinks
6	A food truck changes location frequently to reach a range of office workers at lunchtime
7	A hotel introduces a “track your order” feature for room service so guests can see when their meal will arrive.



PRODUCT



PROMOTION



PHYSICAL



PLACE



PRICE



PEOPLE



PROCESS

Scenario Number	Scenario Details
1 – PRICE	A café offers a 10% discount for students
2 – PROMOTION	A restaurant runs a “buy one get one free” lunch deal on Instagram
3 – PRODUCT	A restaurant introduces a new vegan tasting menu
4 – PHYSICAL	A restaurant ensures all napkins have a printed logo
5 – PEOPLE	A bartender remembers regular customers’ favourite drinks
6 – PLACE	A food truck changes location frequently to reach a range of office workers at lunchtime
7 – PROCESS	A hotel introduces a “track your order” feature for room service so guests can see when their meal will arrive.



“When you leave with a story that’s good enough to put you back in the moment, it’s as if you were living it all over again”

- Will Guidara

(Kininmonth, 2024)

Your customers can be your greatest marketing asset!

Activity

Which “P” do you think
an effective F&B
Manager should focus
on the most?

Feedback your
thoughts and opinions

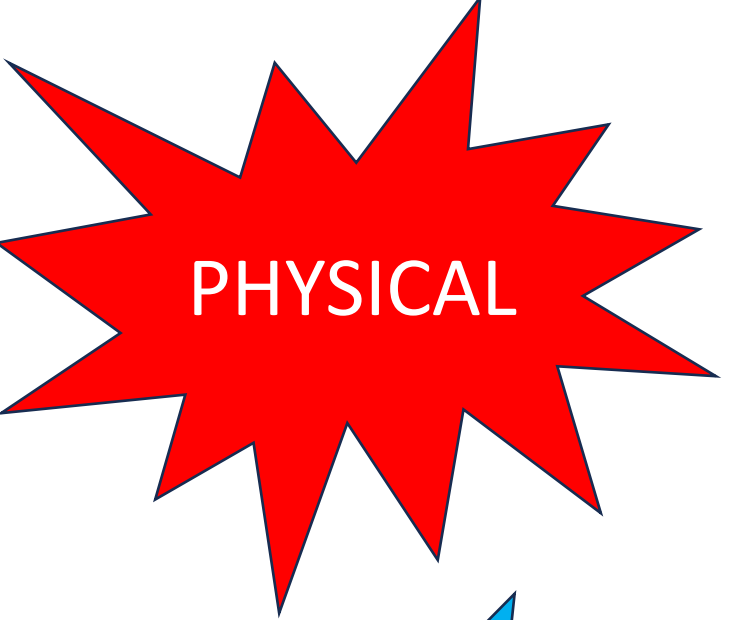




PRODUCT



PROMOTION



PHYSICAL



PLACE



PRICE



PEOPLE



PROCESS

Any Questions?



1. BELBIN's Theory
2. MBTI Personality Test
3. Internal Marketing
4. Market Research/Emerging Markets



List of Reference

BigThink+. (2025). *The Secrets of Unreasonable Hospitality | Will Guidara* [online], available at: [The Secrets of Unreasonable Hospitality | Will Guidara - YouTube](#)

Foundation for Economic Education. (2019). *What Cobras Can Teach Us About Incentives* [online], available at: [What Cobras Can Teach Us About Incentives – YouTube](#)

Kininmonth, C. (2024). *OUR FAVOURITE QUOTES BY WILL GUIDARA ON UNREASONABLE HOSPITALITY* [online], available at: [Our Favourite Will Guidara Quotes from Unreasonable Hospitality | Growth Faculty](#)

Kotler, P. (n.d) *Quotes from Philip* [online], available at: [Quotes From Philip — Philip Kotler](#)

Snyder, K. (2024) *What Is Marketing? Definition, Strategies & Best Practices* [online], available at: [What Is Marketing? Definition, Strategies & Best Practices – Forbes Advisor](#)

TED. (2023). *The Secret Ingredients of Great Hospitality | Will Guidara | TED* [online], available at: [The Secret Ingredients of Great Hospitality | Will Guidara | TED](#)

TheFork Manager. (2025). *The ultimate guide to restaurant marketing in the UK (11 examples included)* [online], available at: [The ultimate guide to restaurant marketing in the UK \(11 examples included\)](#)