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

Trawsnewid Addysg, Trawsnewid Bywydau

Transforming Education, Transforming Lives

BMGM 5001 Marketing & Sales
LEVEL 5
Week 2

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www.uwtsd.ac.uk

- Introductions and housekeeping
  - Loos
  - Fire
  - Rules of engagment

Week 2 – our first full week together!

Accessing Information about this module

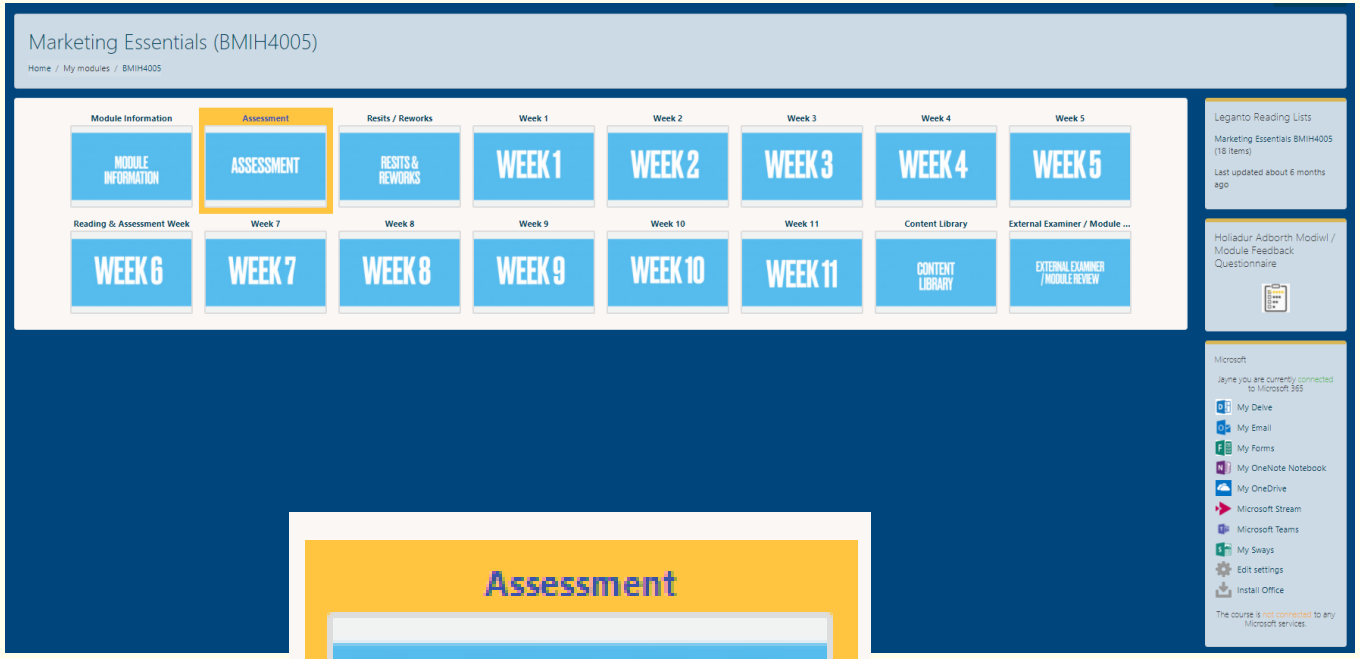
- Your module Moodle Page will include the teaching material that will be delivered by your lecturer

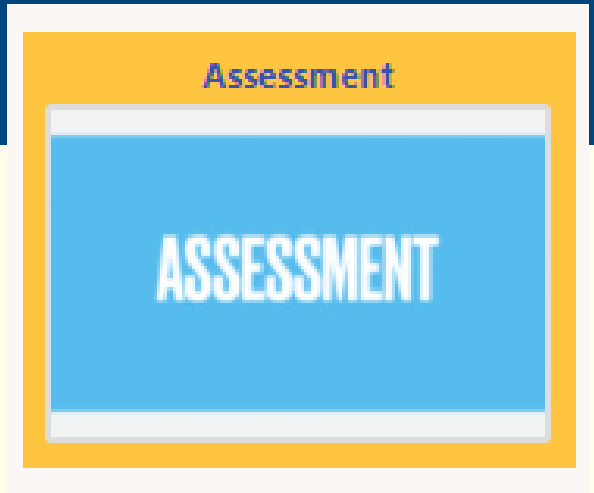
- You will also find essential information to support you through the module.

- Log in and navigate to the Week 1 folder on Moodle now and download the Module Handbook

Module Handbook

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





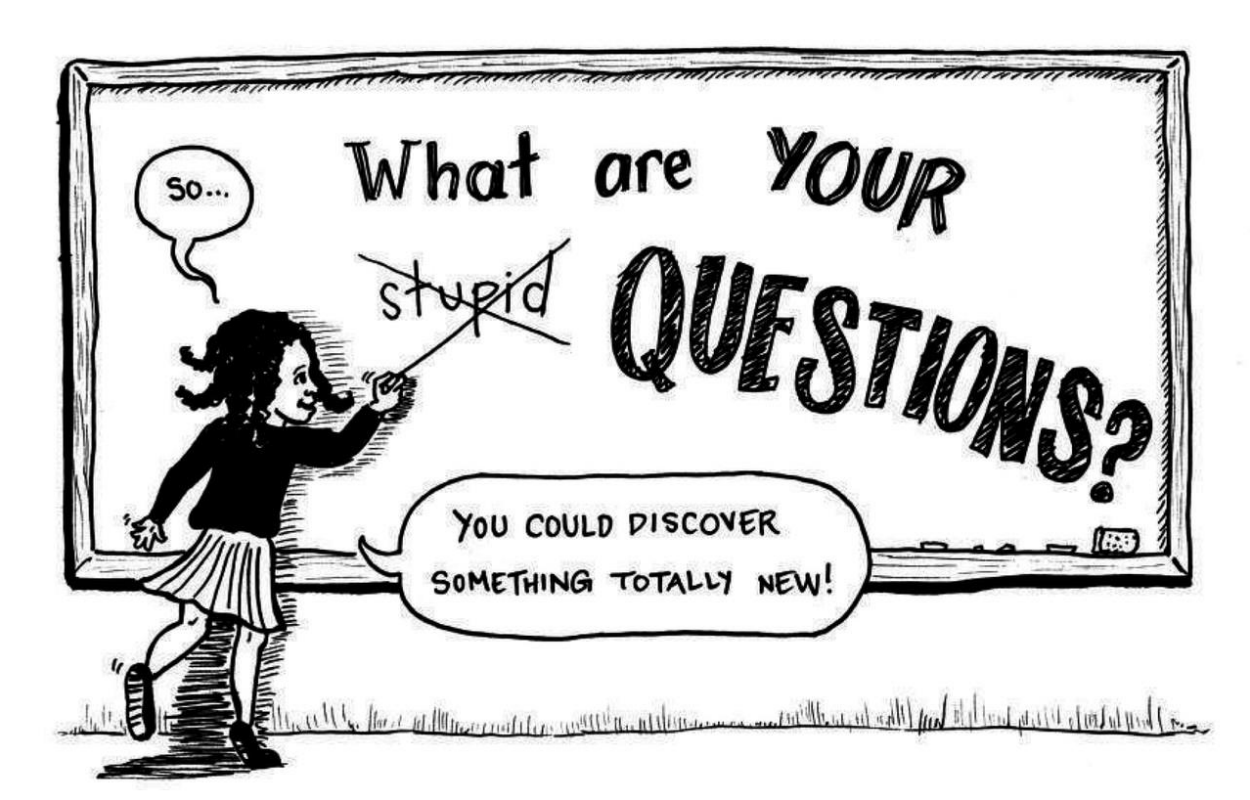
As you know by now, this is where you will find the links for your assessments. They will be going live shortly.

Support

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

We understand that studying 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!



Getting in Touch

- General Queries

  It is important that when you contact anyone inside the University so either your Module Lecturer, your Year tutor or support staff that you use your ***university email address,*** this makes sure that we will be able to identify you properly, and you will have a prompt response.

  Do not send your lecturers teams messages as this is not an official university communications channel and will not receive a response.

The consumer decision making process

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Learning objectives

- Apply the consumer decision making process model to personal consumption experiences.
- Discuss the requirements of the module and assessment.

What do you think marketing is?

"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)

Marketing is too important to be left to the marketing department. (Packard,1972)

Jung Von Matt/Spree -Berlin advertising agency Bergemann & Sohn in Germany. 2006."

Some thoughts on marketing?

"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)

"During the last decade, the international marketing field has developed enormously, and the marketing function has now taken the central position in most companies….The Globalisation of the marketplace is now a reality" (Ghauri 2014)

"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)

Marketers are responsible for defining value, creating value, managing value.

Discussion

Make a list of the last 5 things you bought, and to be prepared to talk about *why* you bought them.

Now tell us:

- What did you buy?
- Did anything stand out as unusual or interesting?
- What were most and least expensive things?

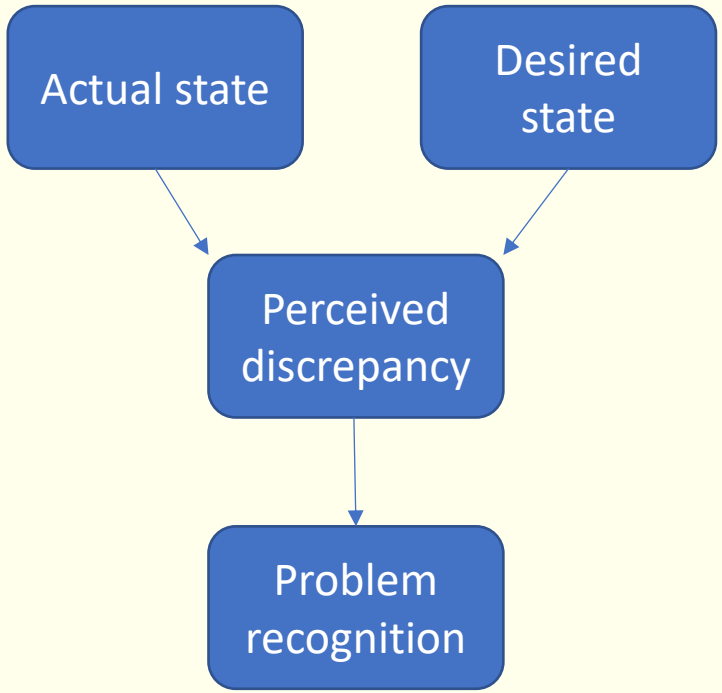
CONSUMER DECISION MAKING PROCESS

From A Business Professor

The consumer decision making process

(Masterson et al., 2017)

Problem recognition



Problem recognition occurs when consumers realise there is a difference between their current state and their desired state.

The stimulus for problem recognition can be:

- Internal *(hungry, ill, lonely)*
- External *(conversations, billboards, social media)*

Information search

- Personal sources: *family, friends*
- The consumers' personal past experiences
- Social networks and online forums: *brand's Twitter and Facebook, Reddit etc.*
- Commercial (supplier) sources: *salespeople, websites, adverts, product literature*
- Third-party sources: *reviews, articles, blogs*

What sources did you use for your information searches this week?

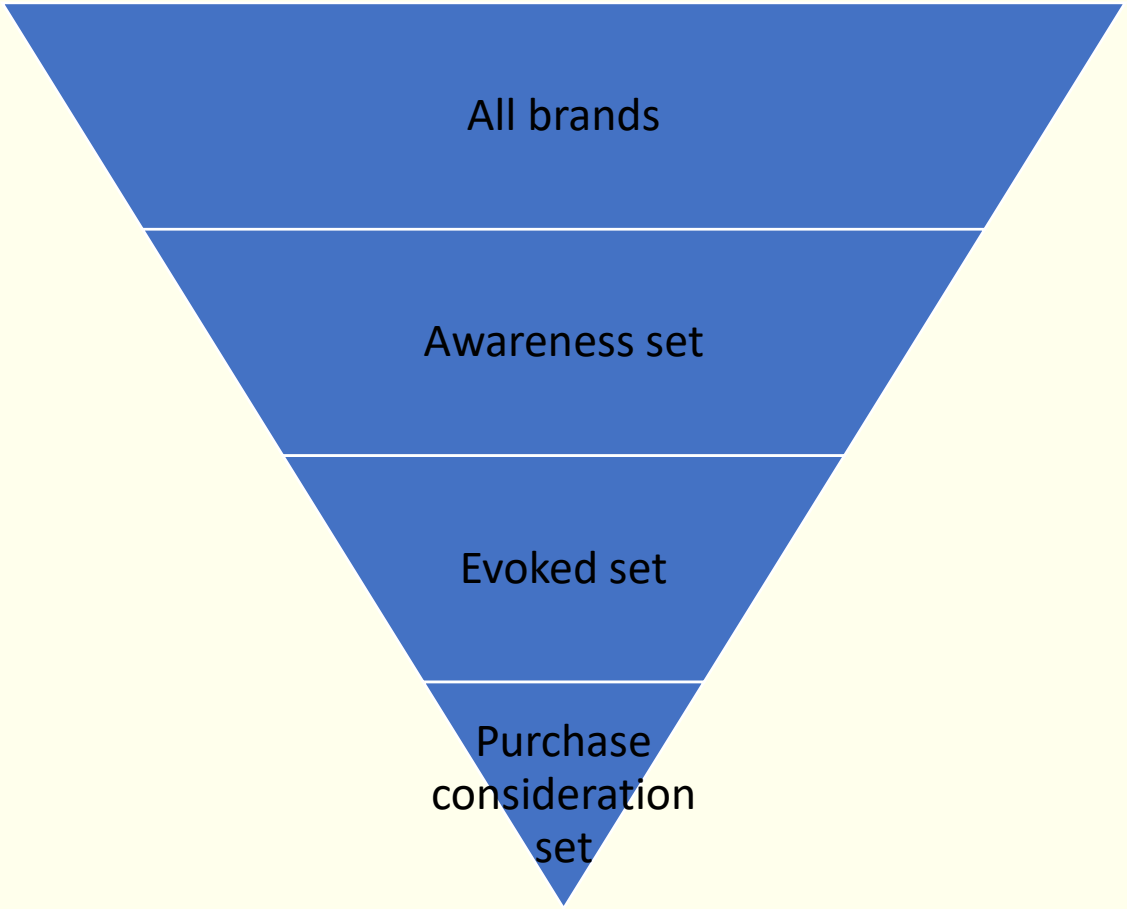
Evaluation of alternatives

Considerations may include:

- Product *(quality, personal tastes)*
- Financial implications
- Social *(reputation, social acceptability)*
- Personal *(self image, ethics, risk, emotional appeal)*

Have you been through this process when buying anything lately?

Did this phase make you change your decisions at all?



Purchase

There can be a gap between deciding to purchase, and actually making a purchase.

Consumers may also decide to buy, and then not buy after all.

<u>Reasons can include things like:</u>

- Product being out of stock
- Unexpected price changes *(i.e. no longer on sale)*
- Situational influences *(salesman convinces you another product is better)*

Post purchase evaluation

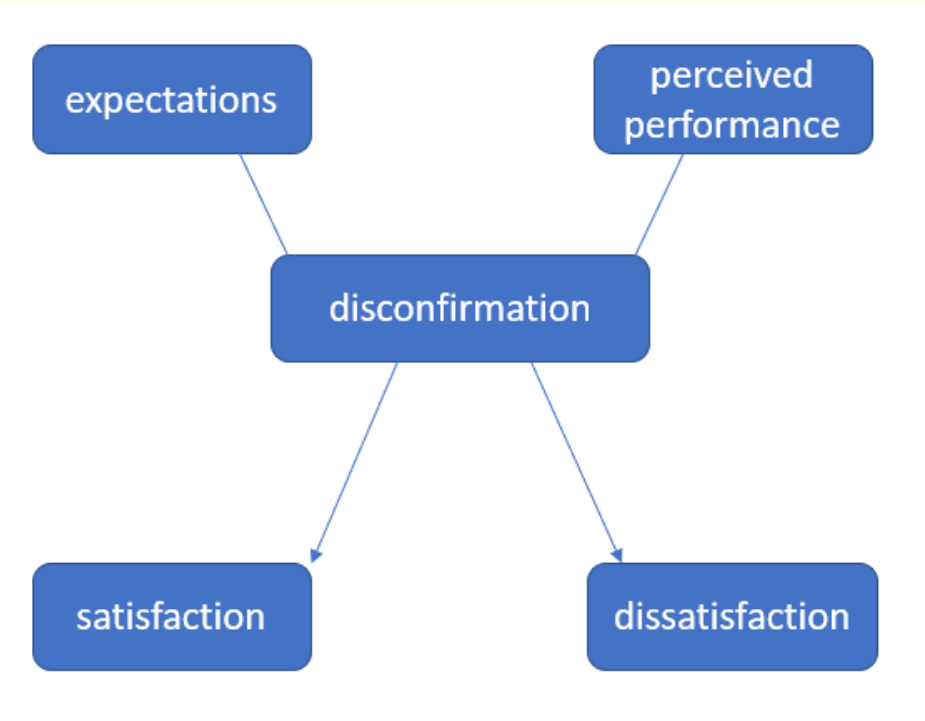
<u>Considerations include:</u>

- Value
- Quality
- Did it perform as needed?
- Did they like using it?
- Did their reference groups accept the purchase?

The disconfirmation (Evaluation) paradigm

The disconfirmation paradigm suggests that consumers go into service encounters with a set of expectations that may, or may not, be met. This can be a conscious or subconscious process.

Not meeting expectations results in a negative outcome, surpassing expectations causes a positive outcome. positive outcomes.



Is there such a thing as bad service?

Disposal

Disposal is a key factor in consumer behaviour. Understanding which options consumers choose (and why) can be very important.

- Use up
- Throw away
- Recycle

- Give away
- Sell
- Trade

Have you disposed of any purchases this week?

Consumer decisions - task

- Given what we have discussed today, create an imaginary profile/purchase journey for a customer who ends up dining at The Ivy in Cardiff. Include all these steps:

- Tell me who they are (name, age, who they are with etc), why they are dining out, where else they may have considered, what they ate (fixed menu or not?) what they thought of their experience (based on quality, price, atmosphere etc).

Assessment briefing

References

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See You
Next time!