

Welcome to Marketing & Promoting Restaurant Facilities – BMGM6002

I will begin the Lecture at **9:30am**, so use this as an opportunity to grab a beverage, access required documents or ask me any questions that you have. Please ensure that once we begin the lecture you have access to Moodle with your module handbook open.

Please ensure that during this lecture your camera **remains on at all times.**

*International Gastronomy Management
BMGM6002 Marketing & Promoting
Restaurant Facilities*

Week 1 – Intro to the module



Why is this important?

- You should be using a **desktop or laptop device** with video, speakers and a microphone.
- You will need to be able to access documents, write assignments and create presentations.
- You will be asked to share your screen and “present” your work
- **These are all things that are either not possible or incredibly difficult to do on a phone.**



Aims for today:

For you to gain an understanding of:

The module delivery & assessments

To revisit the Marketing Concept



- Module Lead: Jemma Smith
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What have you been up to
since I saw you last?

Assessment 1 (100%)

Due: 16th June 2025

4000 words

Develop a marketing plan for a new restaurant concept.
Use examples to support your case, as well as industry research and evidence.



LEVEL 6 ASSESSMENT SPECIFICATION			
Student name:		Student number:	ID
Programme:	BA International Gastronomy Management		
Module:	Marketing & Promoting Restaurant Facilities		
Module code:	BMGM 6002	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Jemma Smith	Internal Verifier:	Ben Chong
Assignment Title:	Marketing and digital promotional plan	Word count (or equivalent):	4000Words
Submission deadline:	23:59 Monday 16 th June 2025 4000 Words	Return date of provisional marks & written feedback:	23:59 Monday 14 th July 2025
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the lecturer (<i>please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.</i>) Late submission of the assessment will result in a late penalty mark. Penalties for late submission: up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based . Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete the assessment.		
Module Learning Outcomes (From module syllabus) Define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess its impact within strategic and operational practice.			

Draft = W/C 2nd – 6th June

Final Submission – Monday 16th June

4000-word report

40 References

Do not leave this until the last minute, work on your report throughout your 8-week term!!

Marketing Plan (4000 words)

For your placement restaurant create a digital communications strategy for your chosen Restaurant in the current climate. Be imaginative in your messaging thinking about improving, changing, or introducing new ideas. Think about analysing the micro and macro, and digital environment to provide new direction for the business. Use examples to support your case as well as industry research and evidence.

You will be required to include specific essentials of the marketing process as follows:

Introduction

The purpose of your marketing plan/what it is about

Who it is being prepared for?

Briefly introduce the key areas/Frameworks/Theorists you will use to frame your plan SOSTAC, 4Ps, Ansoffs matrix etc.

Situation Analysis

5 'C's

-Company: SWOT analysis (Micro analysis)

-Customers: Segmentation and Targeting/ Customer profile's SimilarWeb will be an essential component

-Competitors: Perceptual positioning map, Bowmans strategy clock

-Collaborators: Demonstrate an awareness of your organisations B2B Relationships, Partnerships, Franchises.

-Climate: PESTLE (Macro analysis)

-Marketing Mix

Objectives

-SMART target: Summarise the aims of your marketing plan in one sentence as a SMART objective.

Strategy

Discuss and explain your organisations **new** value proposition if there is a change.

What strategy will the business use? Ansoff's matrix.

e.g. – if the organisation decides that we need to focus on changing the brands reputation due to poor reviews you will need to select a strategy to overcome this

What changes will be required to the Marketing mix?

Tactics

What strategies? RACE/ Communications Mix

Discuss how you will use new communications tactics to address the issues identified in the situational analysis.

Gantt Chart of marketing activities: Marketing channels schedule

(You must use the Gantt chart template provided on Moodle)

Justify your marketing channels schedule, what informed your decisions.

Control

Discuss how we will measure success/Metrics/KPI's? New customers? Positive attitudes towards brand?

Increase profits? etc.

Conclusion

Summarise your marketing plan challenges and outline any recommendations you have.

References

You will be expected to use credible reference sources (minimum of 40) for information used within your marketing plan. Your references are not part of the word count.

Appendices

Supporting materials are not part of the word count

Activity:

What do you remember about marketing from level 4? create some notes. You only have **15 minutes**, so just be honest and only list what you remember; don't Google it. It's not a test, it's just to set a benchmark.



So what do
you
remember?

Marketing – Back to basics





Marketing Basics

-Simple model of the marketing process

Marketing is the delivery of value to customers at a profit



Customer centered – market sensing and responding

Takes an **outside-in perspective**

Well-defined market, customer needs and integration of marketing activities

Creating lasting relationships based on customer value and satisfaction

Delivering better ‘value’ than your competitors

Marketing Basics

-Customer Value “the proposition!”

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, p.232).

- **Price value** – Customers perceive a product as being cheaper than those offered by competitors (e.g. Ryanair, Aldi, EasyCar).
- **Performance value** – Customers look for the latest features, functionality and quality (e.g. Dyson).
- **Emotional value** – What is in the mind of the customers (e.g. Volvo & safety, Chanel & luxury).
- **Relational value** – The quality of service received by a customer – a high level of trust leads to the lifetime value of a customer.



Marketing Basics

-Concept

Figure I.1 Key components of the marketing concept



Fahy & Jobber (2019), "Foundations of Marketing, sixth Edition"

Marketing Basics

-Balancing Value

- Questions?
- Why do marketers not always understand customer needs?
- How can they better identify customer needs?



Ethics & Morals

What is the difference between ethics and morals?



What is Good?

You take a walk in the woods....

You stretch against a tree, the tree falls.....

It falls on a fox and it dies....

The Fox had been killing chickens in a nearby farm,
but also hunts the local vermin..

Is this good?

The walker?

Farmer?

Fox?

Ecosystem?

Golden mean?

Morals Vs. Ethics

	Ethics	Morals
Origin	Greek word "ethos" meaning "character"	Latin word "mos" meaning "custom"
Flexibility	Ethics are dependent on others for definition. They tend to be consistent within a certain context, but can vary between contexts.	Usually consistent, although can change if an individual's beliefs change.
Acceptability	Ethics are governed by professional and legal guidelines within a particular time and place	Morality transcends cultural norms

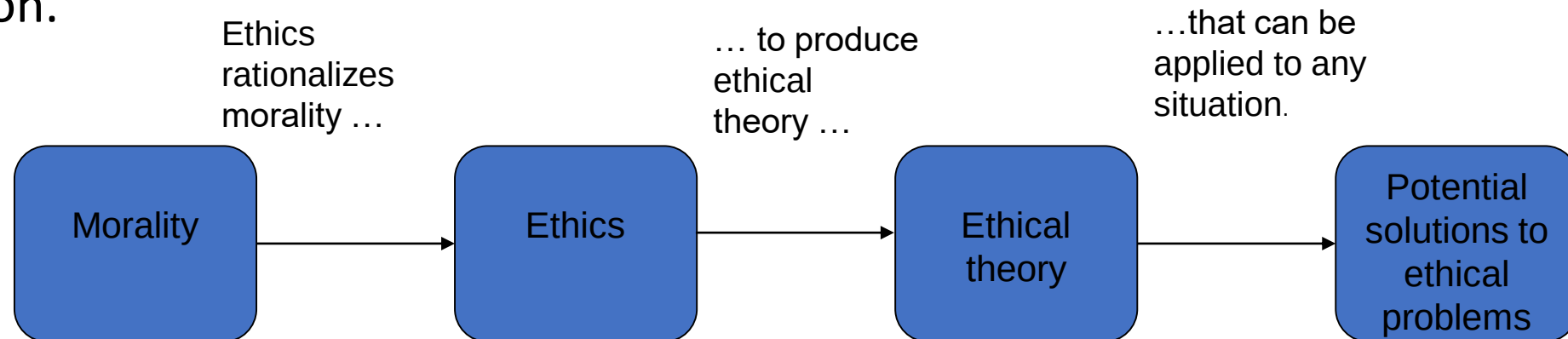
Business ethics

- Defined

“The study of business situations, activities, and decisions where issues of right and wrong are addressed”. (Crane & Matten, 2020)

Morality is concerned with the norms, values and beliefs embedded in social processes which define right and wrong for an individual or a community.

Ethics is concerned with the study of morality and the application of reason to elucidate specific rules and principles that determine right and wrong for any given situation.

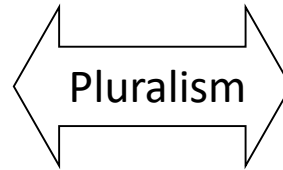


Business ethics

- Polar positions of ethical theory

Ethical Absolutism

*External universally
applicable moral principles
(Right and wrong objective
and can be
rationally determined)*



Ethical Relativism

*Morality is context
dependant and subjective
(no universal right or
Wrongs; depends on
Person and the
culture)*

Business ethics

-Traditional Theory



"Its not about the destination, its about the journey".
(Emerson, 1863)

Non- consequentialist ethics

Consequentialist ethics

"The End Justifies The Means".
(Machiavelli, 1502)

Consequentialist Theories

Egoism *(maximisation of desire/ self interest)*

An action is morally right if the decision maker freely decides in order to pursue either their (short term) desires or their (long term) interests

“I think therefore I am... but I'm not sure about everyone else?”

Utilitarianism *(maximisation of desire/ self interest)*

An action is morally right if the decision maker freely decides in order to pursue either their (short term) desires or their (long term) interests

Utilitarianism (maximisation of some good for society or humanity.

"The greatest happiness for the greatest number".

Moral Agency

A moral agent an actor who has the capacity and understanding of right and wrong and be held accountable for their actions, A moral agent has the responsibility to not cause unjustified harm.

- Do Businesses have/ are capable of moral agency?
- Will AI have moral agency?
- Socially intelligent animals?
- Examples of subordinates relinquishing moral agency?



Can a corporation be morally responsible for its actions (moral agency)?

- Evidence to suggest that legal designation of a corporation makes it unable to be anything but self-interested (Bakan 2014)
- Long, complex debate but generally support from literature for some degree of responsibility accredited to corporations.

Argument based on:

- Legal identity (Corporations enter into contracts, are subject to legal requirements etc)
- Agency: Every organisation has a corporate internal decision structure which directs decisions in line with predetermined goals (French 1979)
- Organisational culture: All organisations manifest a set of beliefs and values that lay out what is generally regarded as right or wrong in the corporation (Moore 1999)
- Functional identity: corporations present themselves and interact with customers and other stakeholders as if they were distinct persons

Crane and Matten, 2016

Key features of a corporation

- A corporation is essentially defined in terms of *legal status* and the *ownership of assets*
- Corporations are typically regarded as ‘artificial persons’ in the eyes of the law
- Corporations are notionally ‘owned’ by shareholders, but exist independently of them
- Managers and directors have a ‘fiduciary’ responsibility to protect the investment of shareholders

(fiduciary – highest legal duty of one party to another; being ethically bound to act in the other’s best interests)

Is ethical behaviour necessary for successful leadership?



Activity

1. Read through the mini case.
2. Apply Egoism to the case
 1. What are the 'rights' and 'wrongs' from this perspective
3. Apply Utilitarianism to the case
 1. What are the 'rights' and 'wrongs' from this perspective?
4. What key issues arise from the case from these 2 perspectives?
5. Prepare to feedback your views to the larger group



- The Product Manager from the Chocolate Factory



- The Thai Sales Manager



- The Thai Family who will assemble the toys

Producing toys – child's play?

You are the product manager of a chocolate company that includes small plastic toys together with their chocolates. Having met a potential Thai manufacturer of these toys at a trade fair in Europe you now visit the company in the north-eastern part of Thailand to finalise a two-year supply contract. Arriving there and talking to the sales manager you are able to arrange a deal with supplies you with the toys at a third of the cost currently charged by your Portuguese supplier, but with equivalent quality and supply arrangements.

In order to check the reliability of the manufacturing process you ask the manager to show you around the place. You are surprised to find out that there is no real workshop on the premises. Rather the production process is organised in such a way that at 6am in the morning about thirty men line up at the company's gate, load large boxes with the single parts of the toys on their little carts or motor-scooters and take the material to their homes.

Your future supplier then takes you to one of these places where you see a large family sitting in a garage-like barn assembling the toys. Not only are the mother and father doing the job, but also the couple's six children, aged 5-14, are working busily – and from what you see, very cheerfully – together with the parents, while the grandmother is looking after the food in an adjacent room. In the evening, at around 8pm, the day's work is done, the assembled toys are stored back in the boxes and taken to the workshop of the company, where the men receive the money for the delivered goods. At the end of the week the toys are shipped to the customers in Europe. As you have never come across such a pattern of manufacturing, your Thai partner explains to you that this is a very common and well-established practice in this part of the country, and one which guarantees a good level of quality. Satisfied, you tell the Thai manager that you will conclude the paperwork once you get back home, and you leave the company offices happy in the knowledge of the cost savings you're going to make, and quietly confident that it will result in a healthy bonus for you at the end of the year.

On your way back, while buying some souvenirs for your 5- and 7- year-old nieces at the airport, you suddenly start wondering if you would like to see them growing up in the same ways as the 'workers' whom you have just employed with this great deal.

Utilitarianism

- Utilitarianism is a theory of ethics based on quantitative maximization of some good for society or humanity. It is a form of consequentialism. This good is often happiness or pleasure, though some utilitarian theories might seek to maximize other consequences. Utilitarianism is sometimes summarized as "The greatest happiness for the greatest number".

Negative utilitarianism

- Most utilitarian theories deal with producing the greatest amount of good for the greatest number. Negative utilitarianism requires us to promote the least amount of evil or harm, or to prevent the greatest amount of harm for the greatest number.

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WHAT IS UTILITARIANISM?

Problems with Utilitarianism

1. Subjectivity - in assessing pleasure and pain
2. Problems of quantification - difficulty of assigning and quantifying costs and benefits to every situation
3. Distribution of utility - by assessing the greatest good for the greatest number, the interests of minorities are overlooked

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