



Principles of Marketing

Professor Mike Berry MSc, FCIM, F IDM



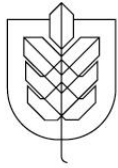
Principles of Marketing

Accentuate the positive

https://www.youtube.com/watch?v=5Qk9o_ZeR7s







Prof. Mike Berry MSc, F IDM, FCIM

- BSc (Maths), MSc (Business and Sociology): Imperial College, London
- Ex-Procter & Gamble, Wunderman (Y+R), Havas, FCB
- Ex-Head of Digital Marketing EMEA for Jack Morton (Interpublic)
- Author of 'The New Integrated Direct Marketing' (Gower) and 'The Best Of Global Digital Marketing 1 and 2 '
- Adjunct Professor of Marketing Strategy at **Hult International Business School London**
- Course Leader, MSc Strategic Marketing, Imperial College London; Adjunct Faculty, University Of Warwick, Cranfield University, Kingston University
- Course Director, Fellow of Chartered Institute Of Marketing
- Fellow of The Institute of Direct and Digital Marketing (IDM)
- Blogger/Trainer/ Consultant for CIM, IDM
- CEO of Mike Berry Associates



Brands I have worked with...





Teaching in the digital age...



Over the last 3 years, I have worked in...

Edinburgh, Manchester, Dublin,
Ghent, Vilnius, Tallinn, Vienna,
Riga, Zagreb, Bratislava,
Istanbul, Bucharest, Beirut,
Jakarta, Kuala Lumpur, Lagos,
Singapore, Nicosia, Limassol,
Cape Town, Johannesburg,
Moscow, Karachi, Stockholm,
Amsterdam, Athens, Paris,
Grenoble, Colombo, Mumbai,
New Delhi, Shanghai, Seoul,
Zagreb....and London!



Feel free to connect...or not!



mike.berry@faculty.hult.edu

uk.linkedin.com/in/mikeberrylinkedin **CONNECT!**

<http://mikeberryassociates.com>

<http://twitter.com/mikeberrytweets>

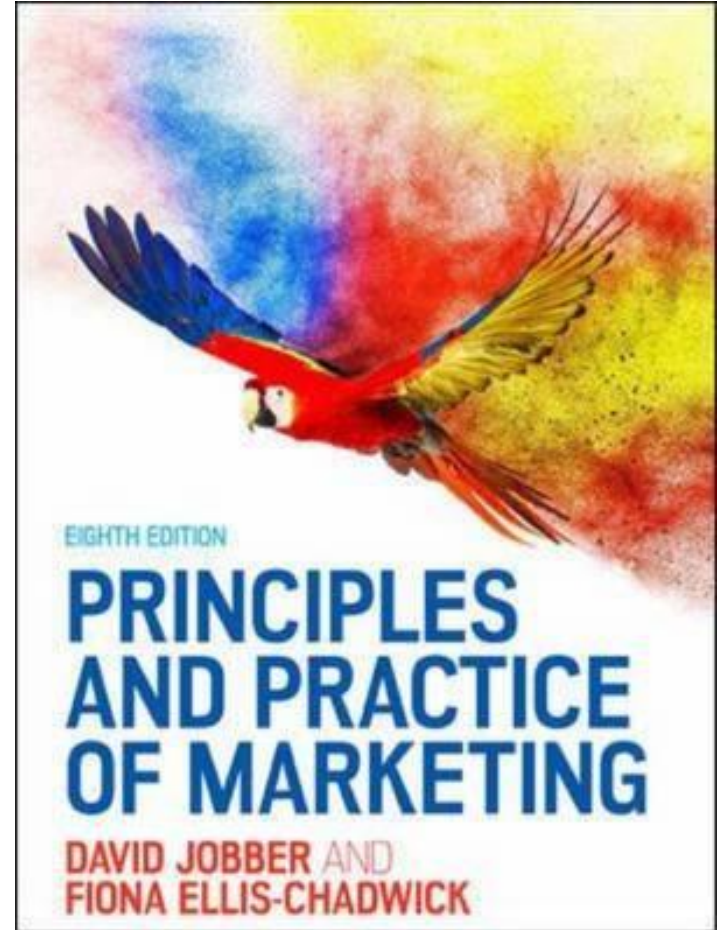


Get it. Read it.

Jobber, D. & Ellis-Chadwick, F. (2016). Principles and Practice of Marketing 8th Edition, Berkshire: Mc Graw Hill Education. ISBN: 9780077174149

The fully updated eighth edition of 'Principles and Practice of Marketing' continues to provide a contemporary and modern introduction to marketing. With a renewed focus that covers the importance of customer value alongside the 4P's, this authoritative text provides students with a core understanding of the wider content and latest approaches taking place within marketing. A range of exciting new resources and international examples bring marketing to life. Key New Features Include: a brand new chapter on 'Relationship Marketing' Brand new 'Marketing in Action' and 'Mini Cases'; newly updated structure to focus on the importance of Customer Value; fully revised and updated pedagogy including: refocused recommended readings at the end of each chapter allowing you to expand your knowledge; and, new Ad insight boxes including active QR codes to keep you up-to-date with the latest Marketing campaigns and examples.

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Talk to me!

By appointment please!





A few rules...

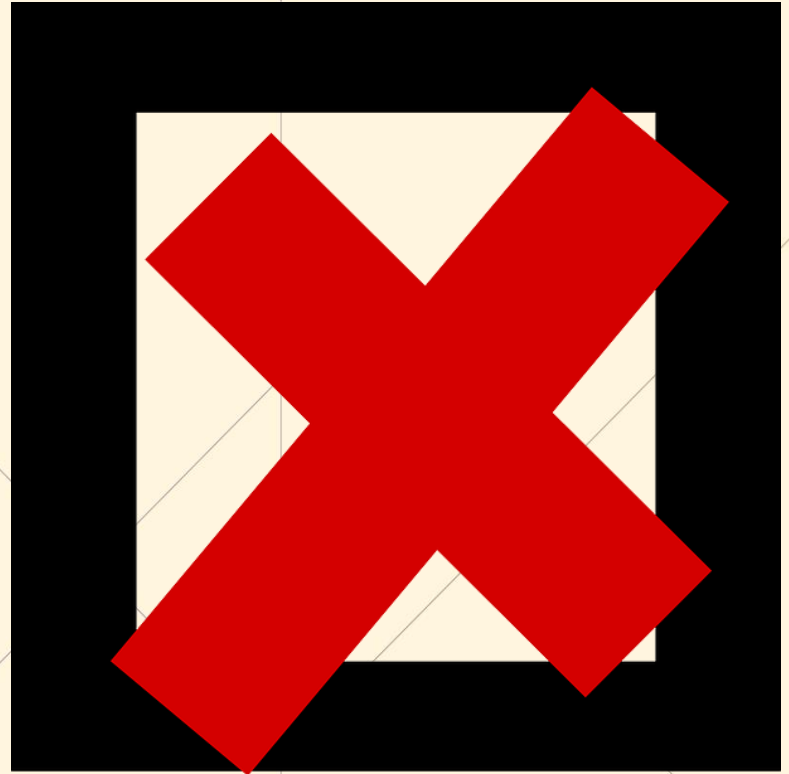


Pool Rules:

- Use pool at your own risk. We are not responsible for accidents or injuries.
- No glass, food or alcoholic beverages in the pool area.
- No animals allowed.
- Be considerate - no yelling or other loud noises.
- No running, pushing or other dangerous horseplay.
- Management reserves the right to deny use of pool to anyone at any time.
- No diving.
- No lifeguard on duty.

DON'T:

- Arrive late
- Leave early
- Chat to your neighbour
- Update your status
- Tune out



DO:

- Arrive on time
- Listen
- Participate
- SHARE
- ENJOY!



Class Slides

Full content available [HERE](#) in class

All students are expected to attend!

Key slides available on myCourses



Assessment for this Course

Assessment will be based on:

- **1 Individual Assignment 30%**
- **1 Group (Team) Assignment 30%**
- **and an Exam 40%**



Individual Assignment #1

- **Individual Assignment 1: [AI in Marketing and Sales](#)**
- **Weighting (% of final grade): 30%**
- **Learning Outcome(s) Assessed: 1-3**
- **Description of Assignment:** Individual Report of 2000 words (+- 10%)
- **Grading Criteria (What constitutes a good assignment?):** Good conceptual understanding
- Application of examined concepts with supporting justifications
- Use of examples to support answers
- Evidence of external reading and citations to support answers
- **Briefed: in Class 4 (WEEK TWO): February 1st 2018**
- **Hand-in deadline: February 25th 2018 by 23.59**



Group Assignment #2

- Group Assignment 2: **Starbucks China**
- Weighting (% of final grade): 30%
- Description of Assignment: (pdf of) PowerPoint document to support 10-minute physical presentation
- Grading Criteria (What constitutes a good assignment?): Strong examination of all areas of the case demonstrating a good grasp of the complexity of the problem, synthesis and analysis skills that lead to quality recommendations. Professional formatting and presentation style in report. Appropriate use of theories, concepts and terminology. Presentation delivery of high quality, with strong supporting visuals; professional and well-rehearsed.
- Briefed: in Class 17 (WEEK TEN): March 27 2018
- **Hand-in deadline: Presentations in Classes 23/ 24 (WEEK THIRTEEN): April 17th and 19th 2018. Presentation PowerPoint document uploaded to myCourses as pdf April 16th 2018 by 23.59.**



When we will meet

Tuesdays and Thursdays **1.00pm - 2.20pm**

HERE in 1.A

2 classes per week

1 content; 1 discussion

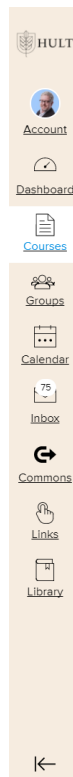
- **7 weeks**
- **Reading Week**
- **7 weeks**
- **Exam Week**



**Weekly
Timetable**



KEY resource



≡ POM Spring 2018

UG Spring 2018

Home

Announcements

Syllabus

Modules

Assignments

Quizzes

Grades

Discussions

People

Secure Exam

Proctor

Panopto

Recordings

Pages

Files

Outcomes

Conferences

Collaborations

Settings

Principles of Marketing - MKT-200 - LON



Welcome to Principles of Marketing

This course introduces students to fundamental Marketing principles, practices, and key concepts, with a focus on the decision-making process. We will examine the concepts of brand building, achieving competitive advantage, social responsibility, ethics, sustainability, and environmental accountability. The course will explore the formulation of Marketing plans and you will develop skills in applying Marketing Strategy in realistic business situations.

There will be 1 Individual Assignment (30%), one Group Assignment (30%) and an Exam (40%).

I hope you will find the course relevant, interesting and useful.

A bit about me; I am a lecturer, consultant and keynote speaker in Marketing Strategy and Digital Marketing, in the UK and internationally. I started my career at Procter and Gamble and over 25 years, I've worked with many of the world's biggest brands. I will be delighted to connect with you on [LinkedIn](#) or [Twitter](#) if you approach me. This will not affect your final grade(!).

If at any point you would like to speak with me regarding the course, the classes or the assignments, I will always be happy and willing to meet and discuss with you after any class. Please book an appointment in advance.

I'm looking forward to meeting you and to teaching you.

See you in Class!

Prof. Mike

Mike Berry MSc, F IDM, FCIM



INSTRUCTOR

Mike Berry

CLASS TIME

Tuesday and Thursday

1pm-2.30pm

CLASSROOM

1.A

OFFICE HOURS

TBC

EMAIL

mike.berry@faculty.hult.edu



<https://mycourses.hult.edu/courses/2243477>



Timings

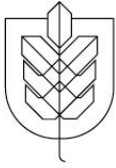
- Every Tuesday
- Every Thursday
- 13.00 start
- 14.20 FINISH
- Here in 1.A
- Office Hour: by appointment please
mike.berry@faculty.hult.edu





Class Participation

- I NEED TO KNOW YOUR NAME!
- Be here. On time.
- Concentrate
- Contribute: Share your thoughts/ opinions
- Answer and ask questions
- Take your turn presenting group work
- Respect the opinions of others



READ

- myCourses
- The Syllabus
- The Core text
- The Cases
- The Class slides (you will get KEY SLIDES after each class)
- Business Press and Sites
- +++



Work with me!

“Learning is not attained by chance, it must be sought for with ardor and attended to with diligence.”

-Abigail Adams (1744-1818)





A few more rules

- **NAME CARDS: I NEED TO KNOW YOU!**
- **Do the reading *before* Class**
- No Facebook (or WeChat or Google+) or SMS in Class
PLEASE
- *Quality* of contributions not *quantity*
- Don't be late!
- Pre-book Office Hour slots (email or in Class)
- Listen and participate *constructively*
- **Enjoy it!**



Who are You?

(INDEX CARDS)



- What is your NAME? (Optional)
- What is your nationality?
- What is your ambition? (Big company? Start-up? Family firm? In what sector?)
- What do you want to learn from this course?
- **What's your favourite brand?**
- **THANKS!**



https://www.youtube.com/watch?v=MHg_M_zKA6Y



Class 1: Marketing Fundamentals

- What is a brand?
- What is marketing strategy?
- Strategic position: Where does the organisation stand?
- Strategic choices: Where is the organisation heading?
- Why do some brands get bigger and stronger
- ...while others wither and die?





**Commercial
Break**

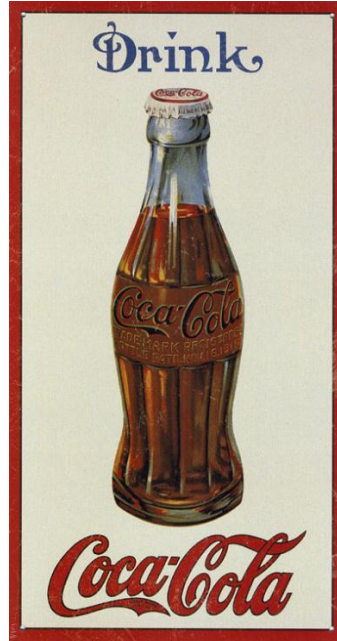


What makes a successful brand?



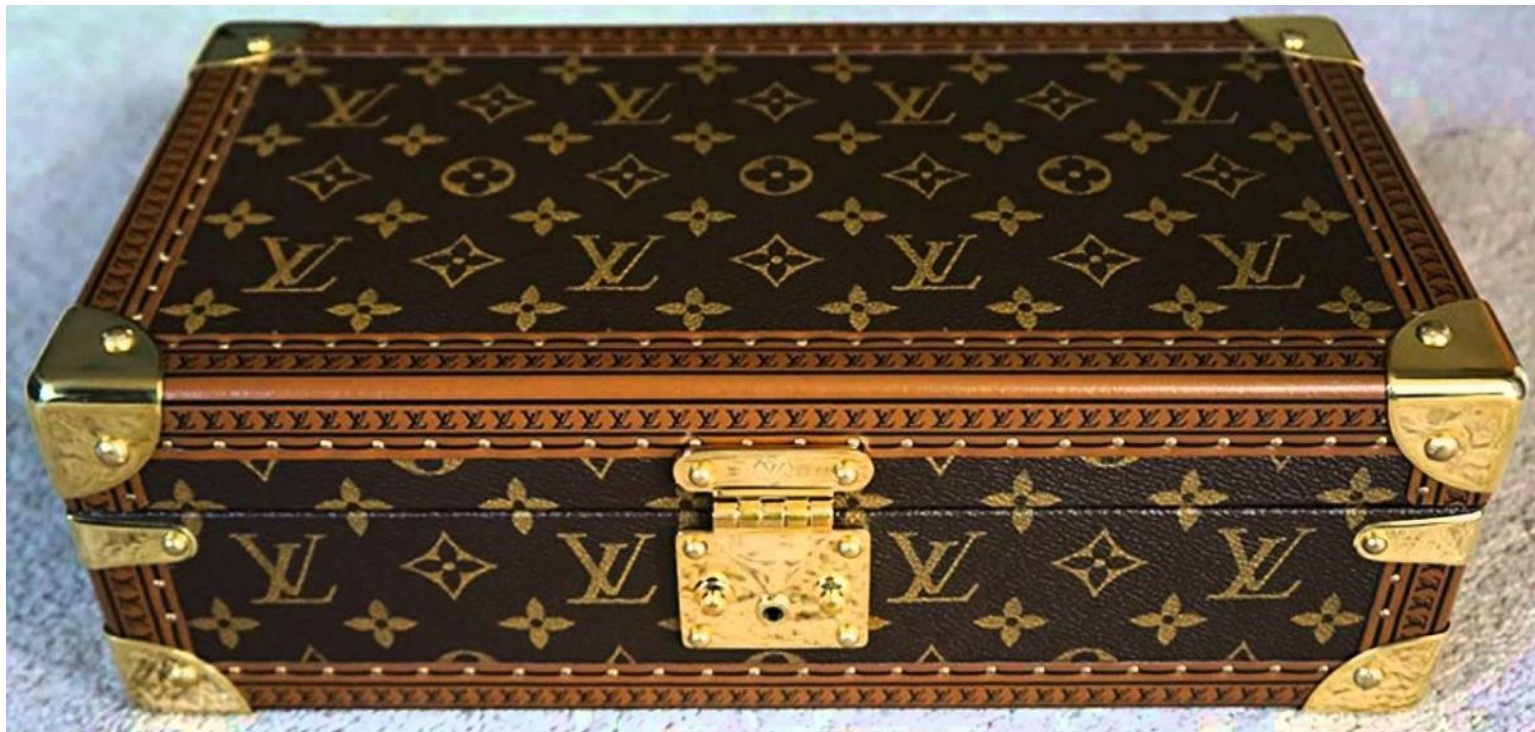
<https://www.youtube.com/watch?v=DZSBWbnmGrE&t=179s>

What makes a successful brand?





TODAY'S CASE



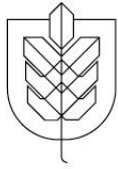


Case Discussion

- Do you like it? (was it good marketing?)
- WHY?
- Would it work anywhere?



Homework



READ BEFORE NEXT CLASS

ARTICLE: the brands that make customers feel RESPECTED



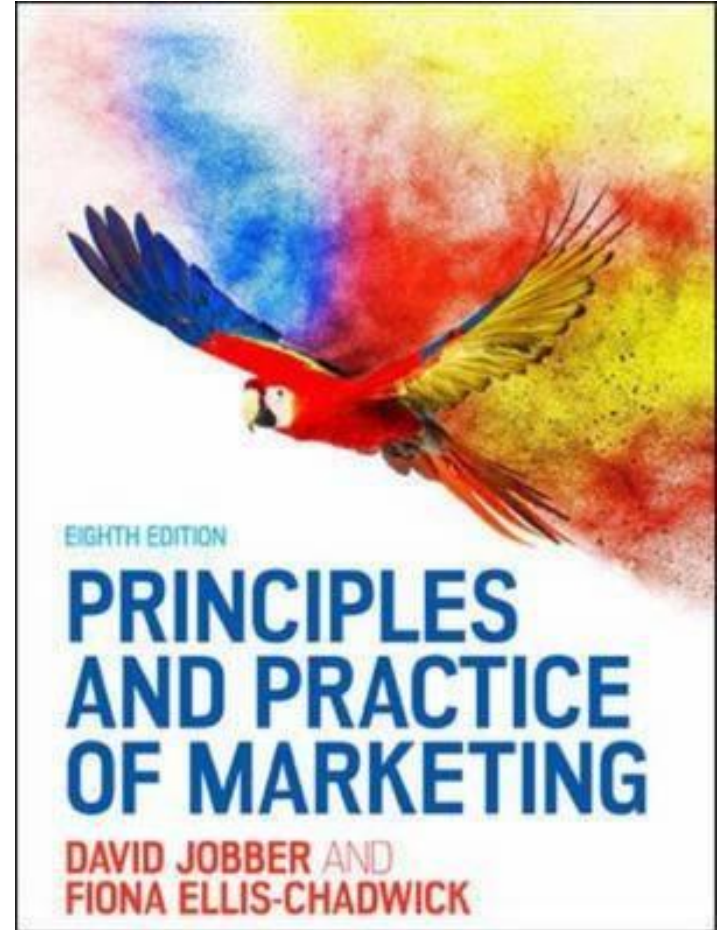


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Thanks and let's connect!

Mike Berry MSc, Dip DM, F IDM

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➔ uk.linkedin.com/in/mikeberrylinkedin

twitter.com/mikeberrytweets

