**Course Title:** Marketing in the UK  
**Course Code:** LONS BUUK 390S  
**Subject:** Marketing, Business  
**Credits:** 4  
**Semester/Term:** ☒ Summer

**Course Description:**  
This course has two objectives: 
1- explore potential differences between the UK and the US cultures through the lenses of marketing. 
2- prepare students for a career in marketing by exposing them to case studies and field research that on a smaller scale are carried out by marketing research firms. The format will be a mixture of lectures, seminars, primary and secondary research as well as student presentations.

**Course Requirements:**  
**Required Text**  

<table>
<thead>
<tr>
<th>Assessments</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 10%; Class Contribution</td>
<td>10 %</td>
</tr>
<tr>
<td>2. Weekly case-studies to be uploaded</td>
<td>25 %</td>
</tr>
<tr>
<td>3. Written in-class examination</td>
<td>30 %</td>
</tr>
<tr>
<td>4. Final presentation</td>
<td>35 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Failure to submit or fulfil any required course component results in failure of the class*
1 Introduction

This assignment is designed to provide you with an opportunity to demonstrate breadth and depth of understanding of the Marketing Course. The assignment will require you to draw on this understanding and to apply those concepts, models and techniques to explore the benefits and limitations of the theoretical frameworks of marketing management.

2 Instructions

Throughout the course you will be asked to gather observational data and report on your observations in class. You will progressively develop a research question related to Marketing (Practice) in the UK that you will discuss in your presentation and written work. It is essential that you relate your observations to the marketing theory that we cover in class and in your course readings.

For the presentation and written work you can draw on the principles of marketing that you are a prerequisite to this course in order to focus your study or you can use your study to critique some of the claims made marketing textbooks. Thus, you will be able to use your study to explore the principles of marketing and their limitations in practice. In doing so, you MUST draw on academic journals such as those on your class reading list and others that you find in the library that are relevant.

Format: 12 core slides plus as many reference slides as you need.

Introduction slide 1

What is your plan for this start-up?

How will you achieve this? Slides 2-12.

The start-up:

Monkfeet.com

Your goal, would be to devise a marketing plan to achieve a business objective agreed upon with your lecturer. It is your responsibility to start working early during the term and have regular conversations with your lecturer.
Marketing budget: 10,000.00 pounds

Time frame: 3-6 months

You will likely define a niche, either socialdemographic, and/or geographic to target the expansion to a small easily definable market.

Your marketing plan should cover all aspects of marketing that were covered during the term.

Format:

Each group (up to four people per group) will be given 20 minutes including questions and answers.

The presentation should convince the start-up that your strategy is the best one to bring their company to the US.

Class contribution (10%) and weekly uploads (25%)

Students are expected to attend all sessions and arrive on time. You should therefore make a conscious decision to attend and participate to your full potential.

Weekly uploads

Each week you will be required to upload the notes or work that you have done in class.

Examination

The examination will take place during class.

All exams are open book, you can bring your notes as well as your computer.

Grading Criteria (what constitutes a good assignment?):

- The ability to interpret data to form a coherent assessment of a given scenario followed by strategic recommendations.
- Avoid contradictions
- Avoid being vague
- Avoid unsubstantiated claims
- Avoid ambiguities

*Failure to submit or fulfill any required course component results in failure of the class*

<table>
<thead>
<tr>
<th>Learning Outcomes and/or Expected Student Competencies and Assessment Measures:</th>
<th>Learning Outcomes</th>
<th>Course Requirement that will be used to assess the student’s achievement of this outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completion of the course, students should be able to:</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Demonstrate an understanding of the tools, techniques, needed resources and constraints involved in marketing decision-making.</strong></td>
<td>In class examinations, weekly case studies, class contributions</td>
<td></td>
</tr>
<tr>
<td><strong>Learn and apply statistical tools to assess and evaluate marketing campaigns.</strong></td>
<td>In class examinations, weekly case studies, class contributions</td>
<td></td>
</tr>
<tr>
<td><strong>Compare and contrast US and UK market-places.</strong></td>
<td>In class examinations, weekly case studies, class contributions</td>
<td></td>
</tr>
<tr>
<td><strong>Devise a marketing campaign for a UK technology start-up.</strong></td>
<td>Final presentations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Outline:</th>
<th>Session</th>
<th>Topic</th>
</tr>
</thead>
</table>
| **Session 1** | ● What is marketing?  
● Happiness versus purpose. |
| **Session 2** | ● Qualitative and quantitative data  
● Making sense of large sets of data  
● Application of key statistical concepts  
● Collecting data from YouTube ratings |
| **Session 3** | ● Field research: coffee shops in London  
● Upload your notes |
| Session 4 | • Competitive landscape in the UK  
      • Field research: Marks & Spencer versus Waitrose / John Lewis |
| Session 5 | • The role of advertising in the marketing mix.  
      • Advertising and happiness  
      • Research: How does advertisement differ in the US and the UK?  
      • Compare and contrast Jack Wills versus US brands such as Ralph Lauren  
      • Upload your notes |
| Session 6 | • Using language and “frames”  
      • How is food marketing in the UK?  
      • Labeling/product description/certifications  
      • Field study compare and contrast Sainsbury, Tesco, Marks and Spencer |
| Session 7 | Mid-term exam 2 hours |
| Session 8 | Public relations and the media in the UK  
      • Media ownership in the UK  
      • Difference between UK and US media  
      • Generating Media lists  
      • Introduction to “buzz” analysis  
      • tagcrowd  
      • topsy |
| Session 9 | Brand as a belief system.  
      • Brand ownership and brand architecture  
      • Compare and contrast how global brands are structured in the UK and in the US  
      • Upload your notes  
      • Luxury, Price and Brand  
      • Create a luxury tour of London |
| Session 10 | Final Presentations 1.5 to 2 hours depending on the size of the class. |

Other Policies: Expectations
Professional behavior is expected of all students. This includes preparation for classes, on-time attendance at classes, attendance at all group sessions and appropriate participation in the form of attentiveness and contributions to the course. Respect for the academic process is the major guiding principle for professional behavior and extends to all communications, including e-mail.

**Attendance/Participation**
Prompt attendance, full preparation, and active participation in class discussions are expected from every student in every class session.

**Course Policies**
For e-mail communications, students must use their Arcadia University e-mail account. Students are responsible for any information provided by e-mail or through Intranet postings.

**Plagiarism**
Representation of another’s work or ideas as one’s own in academic submissions is plagiarism, and is cause for disciplinary action. *Cheating* is actual or attempted use of resources not authorized by the instructor(s) for academic submissions. Students caught cheating in this course will receive a failing grade. *Fabrication* is the falsification or creation of data, research or resources to support academic submissions, and cause for disciplinary action.

**Late or Missed Assignments**
Will not be accepted for grading.

**Students with Disabilities**
Persons with documented disabilities requiring accommodations to meet the expectations of this course should disclose this information while enrolling into the program, and before leaving the United States so that appropriate arrangements can be made.

**Prerequisites:**
A good mastery of statistical concepts is desirable.
An introductory class in marketing.

**Country and Program Connection:**
This course will use key marketing and statistical concepts to compare and contrast how goods and services are marketed in the UK and in the US.

In addition, actual marketing job descriptions and corresponding skills for the ideal candidate will inspire the case studies and field research. This is to enable the students to have a hands-on preparation for a career in marketing.