

ISS9BS - MARKETING AND BRANDING SCOTLAND

NB: This is a draft outline for 2019 and is subject to change. The timetable is based on previous years and will definitely change.

PLEASE NOTE: *In addition to the detail contained within this handout it is your responsibility to read and understand the information provided within the Division's Succeed pages.*

AIM

Marketing and Branding Scotland aims to give students a basic understanding of the environment within which business in Scotland operates and how its culture is sold globally and how culture is used to sell goods and services. In addition, the module will provide an introduction to an understanding of what Marketing is, how it can be used, especially in the context of smaller businesses. Themes of place marketing, nation branding and the importance of cultural heritage in the marketing process will also be introduced.

OBJECTIVES

On completion of this module students will be able to:

- Describe the key features of nation branding and country of origin effect;
- Understand marketing ideas and concepts;
- Articulate observed differences in marketing practice;
- Apply marketing to a new product/service launch situation.

SKILLS DEVELOPED

The teaching and learning practices employed during this module aim to develop and reinforce the following skills:

- Information search skills;
- Observation skills;
- Reflective writing;

- Small-team working;
- Presentation and discussion skills.

STUDENT RESPONSIBILITIES

Students enrolling for the module have clear responsibilities in addition to those for assessed work:

- To read about the topics from the references provided
- To research the subject of marketing in daily newspapers and on the web
- To attend the sessions having prepared and with a willingness to contribute to discussion

TEACHING METHODS

The module will have 3 - 4 hour sessions per week for the weeks 1, 2 and 4 of the programme with a single session on week 3 consisting of a mixture of lectures, seminars and discussion. In addition there will be at least a 1-hour visit to Stirling, completed on your own, and a half-day field visit.

Please see detailed information on the breakdown of the weekly sessions below.

LEARNING SUPPORT MATERIALS

You may find the following useful to support your learning.

Core Reading

Dinnie, K. (2008) *Nation Branding*. Oxford: Butterworth-Heinemann.

McCrone, David; Morris, A and Kiely, R (1995) *Scotland - the Brand. The Making of Scottish Heritage*. Edinburgh, Edinburgh University Press.

Further Reading

Anholt, S. *Places: Identity, Image and Reputation*. Palgrave Macmillan

Brassington, F & Pettitt, S (2006), *Principles of Marketing*, Pearson - Prentice Hall.

Dibb S, Simpinkin L, Pride WM and Ferrell DC (2001), *Marketing*, Houghton Mifflin, 4th European Edition.

Govers, R. and Go, F. (2009) *Place Branding: Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced*. Palgrave Macmillan

Jobber D (2006), *Principles and Practice of Marketing*, McGraw-Hill, 5th Edition.

Kotler, P. Armstrong, G. Saunders, J. and Wong, V. (2008) *Principles of Marketing* 5th European Edition, Pearson- Prentice Hall.

Moilanen, Teemu and Rainisto Seppo (2008) *How to Brand Nations, Cities and Destinations. A Planning Book for Place Branding*. Palgrave Macmillan

Mole, J. (2003) *Mind Your Manners: Managing Business Culture in a Global Europe*. Nicholas Brealey Publishing.

Tomalin B. and Nicks, M (2007), *World's Business Cultures and How to Unlock Them*. Thorogood.

Usunier, J-C and Lee, JA (2009) *Marketing Across Cultures* (5th ed.) Pearson-Prentice Hall.

General Introduction to Marketing Texts

Brassington, F & Pettitt, S (2006), *Principles of Marketing*, Pearson - Prentice Hall.

Dibb S, Simpkin L, Pride WM and Ferrell DC (2001), *Marketing*, Houghton Mifflin, 4th European Edition.

Jobber D (2006), *Principles and Practice of Marketing*, McGraw-Hill, 5th Edition.

Kotler, P. Armstrong, G. Saunders, J. and Wong, V. (2008) *Principles of Marketing* 5th European Edition, Pearson- Prentice Hall.

For Topical Examples

Marketing; Marketing Week; Financial Times and other newspapers. The Internet should be used for current examples on companies and their products/services.

ASSESSMENT

The assessment for this module is an individual reflective report (1500 words) and a 15-minute group presentation each worth 50% of the final grade.

The individual report is to be based on your observation of marketing practice in Scotland in view of course reading and discussion. You are required to spend at least an hour examining the local marketing environment. You may wish to do this at a specific time by yourself, or with others, but it should be possible to effectively do this over your time here in general marketing interactions. A good idea is to keep a journal in a notebook and take photographs as the information gathered would be very useful. More details will be given in the first session and plenty of assistance will be available within and without classes.

NB: The assignment should have an assignment coversheet attached (available on WebCT) to the front with only your student number, not your name, and be physically submitted to the letterbox next to room 3b44 Cottrell by the deadline. Additionally, the assignment should be submitted electronically through Turnitin a link for which is on the WebCT splash page.

WEEK-BY-WEEK BREAKDOWN AND REQUIRED READING

Week 1

Introduction

Here the course will be introduced. After some housekeeping matters the key themes of the course will be stated, and students will be told what is expected of them during the course and how to get their best grades. The format and expected content of assessment will be described and discussed. There will be ample opportunity to ask questions.

Group Exercise

Come prepared with an interesting story about yourself or invent one if you like ... As you will be working in small groups for the presentations it is important that you all get to know each other and, of course, your Module Coordinator!

Lecture 1: An Overview of Marketing Concepts

An introduction to key ideas in Marketing as a business and academic discipline. Ideas presented here will introduce you to the kind of models, concepts and approach you should take in your group presentation.

An introduction to the history and sociology of Scotland and its role in shaping understanding of the contemporary business and cultural experience

No required reading prior to this session but students should quickly follow-up today's session by reading the materials provided in class.

Please familiarise yourself with the Library and find the General Introduction to Marketing Texts and read widely. Find ideas that appeal to you and you think you could apply to the marketing and branding of places and experiences.

No required reading but it'd be great if you could make a start.

Seminar 1 – We will bring together your introductory reading and experiences of Scotland and apply marketing concepts discussed below.

Interactive Lecture/ Workshop 1

The presentation is introduced in more depth and students are challenged to begin think of ideas based on today's work which will feed into their research, reading and experience. This session will be interactive and empower students to contribute to class discussions throughout.

Week 2

Lecture 2: Nation Branding and Country of Origin Effect

The key marketing/ management approach used in this course will be introduced and explained. Although elements are from existing research and business theory, the idea of Nation Branding as a discrete approach is fairly new in academic terms.

*Required reading: Dinnie, K. (2008) Nation Branding pp. 16-31; 41-55; 61-73 (NB pp. 24-27)
McCrone et al., (1995) Chapters 1-4*

Seminar 2: Scotland, to the world...

A discussion around the success of Scotland as a small nation competing globally. Think about your own experience and how it compares to your home country.

Lecture 3: Dimensions of Nation Branding

Also known as 'Nation Branding Lecture 2' in this lecture we will consider the issues attached to the marketing of experiences and places, considering aspects of cultural and political change that influence marketing practice.

*Required reading: Dinnie, K. (2008) Nation Branding, 84-101; 111-127; 136-153
McCrone et al., (1995) Chapters 5-8*

Interactive Lecture/ Workshop 2: Bringing it all together: marketing and Branding Scotland. Thinking about Brand Equity

The final lecture brings together the sociological, marketing and experiential learning together to propose a way of understanding the history, mythology, commerce and future of Scotland's brand and market presence. How does this form a tangible asset for consumers and producers alike?

Week 3

Writing Lab – Students should come armed with notes, ideas, sketches, videos, photos and lots of questions. This intensive hour session aims to develop students' work both for the individual assignment and the group presentation.

Week 4

Group Presentations! – over to you.

Presentation Feedback and Module Review/ Assignment Surgery

Instant oral feedback will be given to groups and the opportunity to ask questions and discuss issues in the group and with the Module Coordinator will be available.

A review of the key themes of the course, linking these with the final excursion. Final tips and advice will be given on the individual assignment.

Reading: No required reading

EXPERIENTIAL EXCURSION

VisitScotland, Edinburgh TBC

Schedule:

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| 9am | Meet bus outside Fraser flats |
| 10am | Arrive at Visit Scotland, Edinburgh Meet students from morning ISS9TC excursion |
| 11am (approx) | Visit Royal Yacht Britannia |
| 2 pm (approx) | Depart Edinburgh |
| 3.30 pm (approx) | Arrive at University |

We will be visiting the headquarters of VisitScotland in Edinburgh (see www.visitscotland.com). This is a unique opportunity to understand how Scotland's national tourism organisation delivers value to visitors to Scotland. Following a presentation about their work, we should have the opportunity for a brief tour of their facilities but there will definitely be an opportunity to ask questions about the work of VisitScotland. Come prepared with questions and make the most of this excellent opportunity to gain insights with industry professionals.

VisitScotland's offices are located in Leith, a waterfront area of Edinburgh and very near to the Royal Yacht Britannia and the Ocean Terminal Shopping Mall. There will be the option to visit both. The Royal Yacht Britannia was formerly HM Queen Elizabeth II's official yacht and is now a Scottish Tourist Board 5-star attraction, open to the public. (www.royalyachtbritannia.co.uk/) There are plenty of options for lunch – pubs, stores, restaurants, cafes and fish and chip shops (a British 'delicacy'). Alternatively, bring a packed lunch to enjoy by the sea.

RECOMMENDED EXPERIENCES

The ISS administrators provide excellent orientation information and recommendations. Since this module requires you to immerse yourself in Scottish and British Culture, here are a few more. Many students use the opportunity to travel extensively in the UK and Europe. However, there is plenty on the doorstep of campus and it is expected that you should experience and critically reflect upon your experience with the benefit of the module literature and material.

You may or may not be aware of the proliferation of Indian restaurants in the UK, but Stirling is fortunate to have some very good ones. The popularity of Indian food is a result of colonial and military ties between the UK and the Indian subcontinent. Many Indian, Pakistani and Bangladeshi people moved to the UK from the 1950s onwards. Their restaurants were initially inexpensive and

open late; ideal to catch post-pub diners. Although some foods were immediately popular such as the deep-fried onion bahji and pakora, other foods such as vindaloo curries and chicken tikka masala were adapted to suit the British palate.

Today, there is a vast range of Indian restaurants from the local, family-run establishment to haute cuisine restaurants in the larger cities. Mr. Singh's Indian Brasserie (Barnton Street, Stirling) and The Indian Cottage (Dumbarton Road, Stirling) are two excellent examples (see www.mr-singh.co.uk). They offer well-priced lunchtime menus and sometimes buffet nights for students (Indian Brasserie).

You might also like to go on a Ghost Walk (an actor takes groups around the old town and tells historical stories (www.stirlingghostwalks.com)).

The Smith Institute and Art Gallery (<http://www.smithartgallery.demon.co.uk/collections.html>) and the Changing Room gallery (<http://www.stirling.gov.uk/changingroom.htm>) are free to enter and will allow you to experience the history of local culture as well as to experience contemporary art.

PLAGIARISM

Students' attention is drawn to the information contained at <http://www.quality.stir.ac.uk/ac-policy/PlagiarismUG.php>

It is your responsibility to familiarise yourself with this policy and take steps to avoid committing this serious academic offence. Poor referencing style for direct quotes can sometime result in inadvertent plagiarism. Willful plagiarism can result in serious consequences for any academic credit you want to transfer.

Students are required to submit an electronic copy of their written work to Turnitin which is a powerful plagiarism detection software package. Details will be given during the course.

LATE SUBMISSION/ EXTENSIONS

Students submitting coursework after the deadline without good reason (and evidence) or an approval from the Module Coordinator will have one grade deducted for each day or part thereof. For example, a piece of work that would have achieved a 2B that is handed in two days late will be recorded as 2D. It is highly recommended for their own benefit that students hand in work by the deadline as it is very difficult to make the extra time compensate for the penalty you incur through late submission.

Coursework which exceeds the deadline by 5 days will fail automatically and as this is Module is only assessed on coursework the student will receive an X grade for the Module.

Please see <http://www.quality.stir.ac.uk/ac-policy/assessment1.php> and in particular, sections 6.2.6 and 6.2.7. In brief, extensions will be only granted in exceptional circumstances and University policy will be strictly followed.