MAKING SENSE OF MARKETING

Graham Robinson

Formerly Director of the Wigan Management Centre

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Next: Fig. 9
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PRCA: Figs 19 and 20
Rowntree Mackintosh: Fig. 24
The Stock Exchange: Fig. 8
Tip Top Stores Ltd: Figs 12 and 13

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PREFACE

The Marketing Mix television series came about because after years of making programmes about business and industry, I despaired at people saying 'We're bad at marketing in Britain'.

Like many people, I thought marketing was something to do with advertising or promotion, or people with clipboards.

Marketing is a philosophy of business based on a simple idea – NO CUSTOMERS, NO BUSINESS.

I am extremely grateful to the businesses, large and small, who have given me the opportunity to show the discipline, practice and fun of marketing in a major Channel 4 series.

Marketing *is* fun, and I hope that by watching the programme, in conjunction with this Workbook, you too will be Making Sense of Marketing.

Iam Rosenbloom
Producer/Director
Yorkshire Television Ltd

INTRODUCTION

This Workbook is designed to complement the YTV/Channel 4 series **The Marketing Mix**. Its aims to give you an overview of marketing. The Workbook and the television series are designed as an integrated **introductory pack**. If you wish to pursue any of the topics within the package you are recommended to use the **Supplementary Text**, the book *Introducing Marketing*, revised edition (Wills, Cheese, Kennedy and Rushton) published in 1983 by Pan Books.

The Workbook has seven chapters and each chapter has a short section introducing you to basic marketing theory. This is followed by discussion of the relevant case studies included in the television series.

As you study the text and view the television programmes relating to each chapter, you will be asked to undertake some Activities, which have been designed to help you apply your Marketing knowledge in your real-life situation. In some instances these Activities are relevant to all readers of the Workbook. In others it will be best if you select the most useful.

The Supplementary Text is referred to within the Workbook by chapter. Each chapter in the Supplementary Text contains Application Questions which will further extend and reinforce your learning.

BTEC Continuing Education Award

If you wish your learning to be recognised by the award of a BTEC Certificate of Achievement you will need to use all three elements of THE MARKETING MIX package:

- the television programmes
- this BTEC Open Learning Workbook
- the Supplementary Text

To register with BTEC as a Continuing Education Award student you should contact your Regional Management Centre or local College of Further/Higher Education. Alternatively you may contact:

The Business and Technician Education Council
Central House
Upper Woburn Place
LONDON WC1H 0HH
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You may study at a distance or as a member of a class, a Business Club or with colleagues. The options are wide open. (This is one of the reasons why it is called an 'open learning' Workbook.) However, in order to receive a Certificate of Achievement you must complete a number of Assignments which will be sent to you and assessed by an established BTEC college or other suitable provider. Successful completion of these practical assignments will lead to the award of a Certificate of Achievement. There will be no formal examination.

Symbols

Throughout this Workbook you will meet various symbols to help you work through the material.

Supplementary Reading

TV programme or video. The figure inside the screen refers to the number of the TV programme in which each case study appears.

You will also see that each Activity is accompanied by a symbol.

denotes a *reflective activity*, in which you are asked to think for a few minutes about a particular subject, to focus on or reinforce what you have just been reading, and perhaps jot down some notes, before going on to the next piece of work.

denotes an activity for which a specific *written answer* is required.