

BE511 Marketing Management

[View Online](#)

44 items

Core Textbook (1 items)

Baines, P., Fill, C., and Page, K. (2013) Essentials of Marketing, Oxford: Oxford University Press.

Online Resource Centre (1 items)

www.oxfordtextbooks.co.uk/orc/baines_essentials/

Weekly Reading (41 items)

Week 2 - Lecture 1 (9 items)

Introduction to the Consultancy Project

Recommended Reading to Refresh Knowledge from BE400 (3 items)

Baines, Fill & Page (2013) Chapter 1 Marketing Principles and Society, pp. 3-33

Baines, Fill & Page (2013) Chapter 3 Understanding Customer Behaviour, pp. 64-93.

Baines, Fill & Page (2013) Chapter 4 Marketing Research, pp. 94-124.

Further Reading (6 items)

Borden, N. H. (1964) 'The concept of the marketing mix', Journal of Advertising Research, 4: 2-7.

Vargo, S. L. and Lusch, R. F. (2004) 'Evolving to a new dominant logic for marketing', Journal of Marketing, 39(Oct): 32-9.

Howard, J. A., and Sheth, J. N. (1969) The Theory of Buyer Behavior, New York: John Wiley and Sons.

Johnson, W. J., and Lewin, J. E. (1996) 'Organizational buying behaviour: toward an integrative framework', Journal of Business Research, 35(Jan): 1-15.

Comley, P. and Beaumont, J. (2011) 'Online research: Methods, benefits and issues – Part 1', Journal of Direct, Data and Digital Marketing Practice, 13(4): 315-27; 'Online research:

Methods, benefits and issues – Part 2', Journal of Direct, Data and Digital Marketing Practice, 13(1): 25-39.

Craig, C. S. and Douglas, S. P. (2001) 'Conducting international marketing research in the twenty-first century', International Marketing Review, 18(1): 80-90.

Week 3 - Lecture 2 (6 items)

Market Analysis

Essential Reading (2 items)

Baines, Fill & Page (2013) Chapter 2 The Global Marketing Environment, pp. 127-162.

Baines, Fill & Page (2013) Chapter 5 Marketing Strategy, pp. 127-162.

Further Reading (4 items)

Levitt, T. (1960) 'Marketing Myopia', Harvard Business Review, July-Aug: 45-56.

Porter, M. E. (1979) 'How competitive forces shape strategy', Harvard Business Review, 57(2): 137-45.

Mintzberg, H. (1987) 'The strategy concept: five Ps for strategy', California Management Review, 30(1): 11-26.

Kaplan, R. S., and Norton, D. P. (1992) 'The balanced scorecard: measures that drive performance', Harvard Business Review, Jan-Feb: 71-9.

Week 4 - Lecture 3 (6 items)

Competitor Analysis

Essential Reading (2 items)

Baines, Fill & Page (2013) Chapter 5 Marketing Strategy, pp. 127-162.

Baines, Fill & Page (2013) Chapter 8 Price Decisions, pp. 234-260.

Further Reading (4 items)

Mintzberg, H. (1987) 'The strategy concept: five Ps for strategy', California Management Review, 30(1): 11-26.

Kaplan, R. S., and Norton, D. P. (1992) 'The balanced scorecard: measures that drive performance', Harvard Business Review, Jan-Feb: 71-9.

Smith, G. E. and Nagle, T. T. (1995) 'Frames of reference and buyers' perceptions of price

and value', California Management Review, 38(1): 98-116.

Dean, J. (1950) 'Pricing policies for new products', Harvard Business Review, Nov: 45-35; reprinted with retrospective commentary in (1976) Harvard Business Review, Nov-Dec: 141-53.

Week 5 - Lecture 4 (2 items)

Customer Analysis

Essential Reading (1 items)

Baines, Fill & Page (2013) Chapter 6 Market Segmentation and Positioning, pp. 163-198.

Further Reading (1 items)

Beane, T. P. and Ennis, D. M. (1987) 'Market segmentation: a review', European Journal of Marketing, 21(5): 20-42.

Week 6 - Lecture 5 (4 items)

Marketing Strategy

Essential Reading (2 items)

Baines, Fill & Page (2013) Chapter 6 Market Segmentation and Positioning, pp. 163-198.

Baines, Fill & Page (2013) Chapter 7 Products, Services, and Branding Decisions, pp. 201-233.

Further Reading (2 items)

Ries, A. and Trout, J. (2006) Positioning: The Battle for your Mind, London: McGraw-Hill Professional.

Pennington, J. R. and Ball, A. D. (2009) 'Customer branding of commodity products: The customer-developed brand', Brand Management, 16(7): 455-67.

Week 8 - Lecture 6 (5 items)

Brand Personality

Essential Reading (2 items)

Baines, Fill & Page (2013) Chapter 7 Products, Services, and Branding Decisions, pp. 201-233.

Baines, Fill & Page (2013) Chapter 9 An Overview of Marketing Communications, pp. 261-290.

Further Reading (3 items)

Pennington, J. R. and Ball, A. D. (2009) 'Customer branding of commodity products: The customer-developed brand', *Brand Management*, 16(7): 455-67.

Ballantyne, D. (2004) 'Dialogue and its role in the development of relationship specific knowledge', *Journal of Business & Industrial Marketing*, 19(2): 114-23.

Grönroos, C. (2004) 'The relationship marketing process: communication, interaction, dialogue, value', *Journal of Business and Industrial Marketing*, 19(2): 99-113.

Week 9 - Lecture 7 (6 items)

Marketing Communications Plan

Essential Reading (2 items)

Baines, Fill & Page (2013) Chapter 9 An Overview of Marketing Communications, pp. 261-290.

Baines, Fill & Page (2013) Chapter 10 Managing Marketing Communications, pp. 291-323.

Further Reading (4 items)

Ballantyne, D. (2004) 'Dialogue and its role in the development of relationship specific knowledge', *Journal of Business & Industrial Marketing*, 19(2): 114-23.

Grönroos, C. (2004) 'The relationship marketing process: communication, interaction, dialogue, value', *Journal of Business and Industrial Marketing*, 19(2): 99-113.

Winter, R. (2009) 'New communications approaches in marketing: issues and research directions', *Journal of Interactive Marketing*, 23(2): 108-17.

Kent, M. L., Taylor, M., and White, W. J. (2003) 'The relationship between web site design and organisational responsiveness to stakeholders', *Public Relations Review*, 29(1): 63-77.

Week 10 - Lecture 8 (3 items)

Services Marketing and CRM

Essential Reading (1 items)

Baines, Fill & Page (2013) Chapter 12 Services Marketing and CRM, pp. 357-386.

Further Reading (2 items)

Shostack, G. L. (1977) 'Breaking free from product marketing', Journal of Marketing, 41(Apr): 73-80.

Vargo, S. L. and Lusch, R. F. (2004) 'Evolving to a new dominant logic for marketing', Journal of Marketing, 68(1): 1-17.

Week 11 - Lecture 9

Services Marketing and CRM

Additional Resources (1 items)

Please refer to the Course Outline for further resources and information.