Principles & Practice of Marketing

Selected lectures, case studies and peer-reviewed articles included in The Business & Management Collection
The Business & Management Collection contains a rich variety of multimedia content to complement and enrich teaching and learning.

The collection is used by educators in numerous ways, including:

- To augment online course resources.
- Independent viewing in preparation for in-class discussions and group-work activities.
- As part of a blended, asynchronous or flipped-classroom approach to teaching and learning.
- To create or support student projects and/or as required ‘reading’ within a course syllabus.
- As self-directed study to extend student learning.

About The Business & Management Collection

The Business & Management Collection contains over 6,000 original, professionally produced, multimedia lectures, case studies, interviews and peer-reviewed vocational articles, all specially commissioned to enrich learning and complement teaching. New content is added monthly.

Lectures

Expert analysis from academics and practitioners that covers both principles and practice over a wide range of subjects. Every lecture is in segments so that the complete talk, or extracts of any length, can be embedded in learning management systems. Associated questions prompt discussion and reflection.
Lectures on Marketing

- Developing a marketing strategy
  Mr. Jean-François Denoult
  Marketing consultant
  Canada

- Gender & Consumption
  Prof. Linda Scott
  Saïd Business School
  University of Oxford

- 4 Traits of Successful Marketers
  Mr. Drew Neisser
  Entrepreneur, Author, Podcaster
  Founder Renegade.com

- B2B Data-Driven Marketing
  Adj. Prof. Ruth P. Stevens
  NYU Stern School of Business
  New York, USA

- Digital Strategy
  Ms. Annmarie Hanlon
  Senior Lecturer, Digital Marketing
  University of Derby

- Research For Marketing
  Emeritus Professor
  Michael J. Baker
  The Department of Marketing
  University of Strathclyde
  Business School
Lectures on Marketing

Sales Promotion
Roddy Mullin
CEO of Helmsmen Business Consultants
London, UK

MOTIVATION AND SELF CONCEPT
Prof. Judy Zaichkowsky
Professor of Marketing
Simon Fraser University
www.sfu.ca/~zaichkow

International Marketing
Prof. Kevin Ibeh
Professor of Marketing and International Business
Pro Vice Master (International)
Birkbeck, University of London

STRATEGIC MARKETING: THE SIX IMPERATIVES
Professor Noel Capon
E.C. Krupf Professor of International Marketing,
Columbia University
New York, NY, USA
https://www.sauderscollege.com

Global Advertising in the 21st Century
Dr. Nukhet Vardar
Founder of El Izi Communications Consultancy
London, UK

The Marketing Mix
Emeritus Professor Michael J. Baker
The Department of Marketing
University of Strathclyde
Business School
Case Studies

Stories that share real-world commercial challenges and solutions. The collection includes case studies that delve deep (15-30 minutes) and short excerpts and interviews. Every case study is accompanied by reflective questions or further action tasks.

Case Studies in Marketing

Extended-form Case Study

HOW BRANDS CAN SHIFT TOWARD AN EXPERIENCE-LED MODEL

Caroline Chen
Digital / Social Director,
Downtown Partners

Bite-Size Case Study

C5 Electric Car:
FAILURE OF A MARKETING STRATEGY

Mr. Paul R. Smith
Consultant, PR Smith, UK

Bite-size Case Study

KLM Airlines
From crisis to social media success

Dr. Simone Kurtzke
Robert Gordon University,
Aberdeen

Extended-form Case Study

Defending position as the primary streaming platform of choice

NETFLIX
Prof. Mariusz Soltanifar
Hanze International Business School
The Netherlands
Case Studies in Marketing

**Bite-size Case Study**

What’s in a name?
Brands and choosing a name identity

Ms. Jan Ward
CEO of Corrotherm International Ltd.
Hampshire, UK

**Bite-size Case Study**

Social Influence & Marketing
The Hush Puppies Story

Prof. Allan J. Kimmel
Marketing Department, ESCP Europe

**Extended-form Case Study**

BRANDING THROUGH EXPERIENTIAL MARKETING
Launch of NATIONAL GEOGRAPHIC in an emerging country

Dr. Nükhet Vardar
El Izi Communications Consultancy, UK

**Bite-size Case Study**

IKEA: reducing non-price outlays and maximising demand

Prof. Irene Ng
University of Exeter, UK

**Bite-size Case Study**

How Lucozade Defeated the Sceptics

Mr. Tony Manwaring
Creative Director, Lab, UK

**Bite-size Case Study**

Mail Order and Online Shopping
The Case of Uji Tea

Dr. Sangaralingam Ramesh
University College London, UK
Peer-reviewed Vocational Articles

Guided by distinguished Editorial Boards, each journal combines case studies and practice papers by senior practitioners in commerce and industry with applied academic research to deliver practical analysis of real-world commercial challenges and solutions.

Articles on Marketing

Performance with purpose: The PepsiCo challenge
James R. Gregory, Chairman, Tenet Partners

Transforming marketing with artificial intelligence
Christi Olson, Head of Evangelism for Search, Microsoft; Jennifer Levy, Consultant with BlueHawk Consulting for Microsoft

More than science fiction: Using artificial intelligence and machine-learning techniques to supercharge your marketing
Korey Thurber, Chief Data and Analytics Officer, Harte Hank
*Applied Marketing Analytics*, 3 (3), 199-205 (2017)

How ELLE leverages customer relationships to deepen brand engagement
Laura Elton, Associate Director of Brand Development, ELLE magazine; Lisa Lopez, Content Specialist, Fuel Cycle
Going Mobile: Using influencer marketing to launch a classic game to an all-new audience

James Day, Head of Community Management and Social Media, Jagex
Journal of Digital & Social Media Marketing, 7 (4), 298-305 (2020)

Marketing, communities of colour and the consequences of fast foods

Prof. Richard Greggory Johnson and Prof. Nicholas Imparato, University of San Francisco

Using the six principles of neuromarketing to better understand changing markets

Francesco Gallucci and Caterina Garofalo, The Italian Association of Neuromarketing

Cultivating marketing excellence across a decentralised campus environment

Mona Csada, Former Director of Audience Engagement, University of Calgary; Kim Lawrence, Principal, Chicory Consultants

For assistance and information contact Customer Support:
Tel: +44 (0)20 7164 6721, Email: access@hstalks.com
Address: 40/41 Museum Street, London WC1A 1LT, United Kingdom