



Module 2 - Case

PROMOTION MANAGEMENT & SWOT ANALYSIS

Assignment Overview

Mobile marketing spending is increasing in recent years due to the popularity of smartphone and mobile commerce. Burberry is starting to use the mobile apps to reach the target market. Burberry is the first brand to use a 'Snapcode' on Snapchat as it looks to give visitors in its stores access to exclusive content. Read the following articles related to mobile app marketing campaign by Burberry, mobile app design, and the digital marketing trends. Note that you can find the articles without links in our online library databases using the search box on TLC Portal.

BI Intelligence (2015). Here's where digital ad spending is going over the next five years. Retrieved from <http://www.businessinsider.com/mobile-will-drive-ad-spending-across-digital-formats-2015-7>

Burberry launches on kakao (2015). Newton: Questex Media Group LLC.

Burberry launches global partnership with line. (2015, Feb 05). *M2 Presswire*.

DeMers, J. (2014, Aug. 15). 10 online marketing metrics you need to be measuring. Retrieved from <http://www.forbes.com/sites/jaysondemers/2014/08/15/10-online-marketing-metrics-you-need-to-be-measuring/#65eec53b355f>

Goodfellow, J. (2016). Burberry is printing codes on its products to encourage customers to use Snapchat in-store. Retrieved from http://www.businessinsider.com/burberry-partners-with-snapchat-discover-2016-4?nr_email_referer=1&utm_content=BISelect&utm_medium=email&utm_source=Sailthru&utm_campaign=BI%20Select%20%28Tuesday%20Thursday-04-05&utm_term=Business%20Insider%20Select

L2 think tank: Burberry runs lunar new year WeChat campaign (2016). Chatham: Newstex.

Magrath, V., & McCormick, H. (2013). Marketing design elements of mobile fashion retail apps. *Journal of Fashion Marketing and Management*, 17(1), 115-134.

O'Reilly, L. (2012, Sep 20). Burberry to put mobile first in mix. *Marketing Week (Online)*.

Roderick, L. (2015, Sep 18). Burberry in snapchat first as it premieres new fashion collection online. *Marketing Week (Online)*.

Roderick, L. (2016, Apr 04). Burberry uses first ever snapcode to let in-store customers unlock online snapchat content. *Marketing Week (Online)*.

Case Assignment

Imagine you have been hired as a consultant to the VP of marketing for Burberry. The VP wants to get an objective opinion from someone outside the company who is familiar with current digital marketing basics.

Your job is to write a short memo of 750 -1,500 words critically analyzing Burberry's mobile marketing strategy. Note that the company has decided to use mobile social platforms to reach its target markets. Read and cite required articles listed above, including additional research you have done, to address the following issues:

- Evaluate the assumptions behind Burberry's mobile marketing campaigns, with a brief introduction of the company mobile marketing efforts.
- Analyze the effectiveness of Burberry's mobile marketing campaigns by applying relevant branding and promotion concepts. Also specify the criteria you use to evaluate the effectiveness.
- With the increasing popularity of mobile media and social media, what would you recommend to Burberry regarding its mobile promotion strategy? Explain why.

Do not spend a lot of time digging in the company's website and do not just rehash what the company did; instead, introduce a critical perspective. Focus on the Case articles as well as relevant background reading from Modules 1 and 2. There are no right answers; after all, you do not have inside information. You will be evaluated on your understanding of the background materials and your logic reasoning. In particular, show your understanding of the way a change in target market affects the company's promotion strategy. Also, give some thought as to how Burberry's mobile marketing meshes with other elements of its marketing program, for example, merchandising (product management), channel management, and pricing.

Assignment Expectations Regarding Your References and Defense of Your Positions

Write clearly, simply, and logically. Your memo should be 750-1,500 words long, excluding title pages and references, but quality of writing is more important than length. Use single space, black Verdana or Times Roman font in 12 pt. type size. Check the following link for business memo format: <http://www.fsb.muohio.edu/heitgedl/Memo%20writing%20tips%20ACC333%20SP06.pdf>.

Back up your positions or opinions with references to the required reading found in the Module 1-2 Backgrounds. In using those references, demonstrate your understanding of the concepts presented. Rather than grading on how much information you find, emphasis will be on the defense of the positions you take on the issues. Also remember that:

- The "why" is more important than the "what."
- The defense of your positions on the issues is more important than the positions you take.

Do not repeat or quote definitions. Your use of the required reading to support your opinions (that is, contentions or positions) should demonstrate that you understand the concepts presented. Do not include definitions or summaries of the readings, or simply describe what the company did. Instead, your responses to the questions should be analytical and should demonstrate that (a) you understand the principles from the background reading and (b) you can apply them to this particular case. Vague, general answers will not earn a good grade.

Avoid redundancy and general statements such as "All organizations exist to make a profit." Make every sentence count.

Paraphrase the facts using your own words and ideas, employing quotes sparingly. Quotes, if absolutely necessary, should rarely exceed five words.

When writing an academically oriented paper, you will uncover many facts about the product. If you paraphrase the facts, cite the sources in your text and link those citations to references at the end of the paper.

Here are some guidelines on how to conduct information search and build critical thinking skills.

Emerald Group Publishing. (n.d.). *Searching for information*. Retrieved from http://www.emeraldinsight.com/learning/study_skills/skills/searching.htm

Emerald Group Publishing. (n.d.). *Developing critical thinking*. Retrieved from http://www.emeraldinsight.com/learning/study_skills/skills/critical_thinking.htm

Guidelines for handling quoted and paraphrased material are found at:

Purdue Online Writing Lab. (n.d.). *Academic writing*. Retrieved from <https://owl.english.purdue.edu/owl/section/1/2/>

Purdue Online Writing Lab. (n.d.). *Quoting, paraphrasing, and summarizing*. Retrieved from <https://owl.english.purdue.edu/owl/resource/563/1/>

Purdue Online Writing Lab. (n.d.). *Is it plagiarism yet?* Retrieved from <https://owl.english.purdue.edu/owl/resource/589/02/>

Your paper consists of arguments in favor of your opinions or positions on the issues addressed by the guidelines; therefore, avoid the following logical fallacies:

Purdue Online Writing Lab. (n.d.). *Logic in argumentative writing*. Retrieved from <https://owl.english.purdue.edu/owl/resource/659/01/>