

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



IT FOR MARKETING MANAGEMENT

Marketing's Challenge:

- More sophisticated and Demanding Customers
- Changes in Product Management
- The 'Virtualisation' of Distribution Channels
- The 'Virtualisation' of Payments
- The Increasing Globalisation of Markets
- Marketing's Mid-Life Crisis

The Arrival of the Digital Age:

- The Digital Revolution
- Government & the Information Society
- Business & E-Commerce
- The Implications for Business

How Can Marketing Respond?:

- A New Marketing Model for the Digital Age
- The Marketing Potential of the Internet
- Marketing Tips & Pitfalls
- The Arrival of Digital Television & Interactive Services

Conducting Marketing Research:

- The Use of IT in Primary Data Collection
- The Use of IT in Secondary Data Collection
- Using IT to Analyse Information
- Continuous Marketing Research
- Advertising Research
- Other Research Applications

Creating Customer Insight:

- Increasing Sophistication of Customer Segmentation
- Using New Approaches to Customer Segmentation
- Warehousing Customer Data
- Mining Customer Data
- Creating a Knowledge Organisation

Creating the Customer Database:

- Marketing Information Systems
- The Central Role of the Customer Database
- Developing the Customer Database
- Treating the Customer Database as a Strategic Resource

Database Marketing & Direct Marketing:

- The Evolution of Database Marketing
- The Value of Database Marketing
- Direct Marketing
- Managing Data Privacy Issues in the Digital Age

Relationship Marketing:

- The Rise of Relationship Marketing
- Customer Relationship Management
- The Role of IT in Relationship Marketing

Product – More Variety, Faster:

- Using IT to Improve the Range of Viable Offerings
- Using IT to Increase Speed to Market
- Using IT to Support the Product Development Life Cycle
- Using Advanced Manufacturing Techniques in Product Commercialisation

Price – What Are You Prepared To Pay?:

- E-Business is Rewriting the Pricing Rules
- Establishing Accurate Costs
- Making Well-Informed & Rapid Pricing Decisions

Place – Your Place Or Mine?:

- The Increasing Importance of Direct Channels
- Indirect Channel Changes
- Managing Multiple Distribution Channels

Promotion – The Market of One:

- Fragmentation of Television Advertising
- Trends in Other Advertising Media
- The Increasingly Targeted Nature of Sales Promotions
- The Growth of the Internet as an Advertising Medium
- The Potential of Digital Television and Radio
- Growth of Public Relations on the Internet

Improving Sales Force Effectiveness:

- The Impact of the digital Age on the Sales Function
- The Three Generations of Sales Force Automation
- Successful Technology-Enables Selling

Delivering Customer Service & Support:

- Growth in Telephone-Based Customer Service
- Call Centre Technology
- Principles of Good Call Centre Management

Developing Marketing Systems That Work:

- Common Management Issues with IT
- Specific Problems with IT in Marketing
- IT Trends in the Digital Age
- A Potential Way Forward

Reading List

Main Text:

Marketing in the Digital Age – J O'Connor & E Galvin (Prentice Hall)

Alternative Texts and Further Reading:

- The Marketing Book – M J Baker (Butterworth/Heinemann)
- Marketing Management & Information Technology – W Flehher (Prentice Hall)