

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



Marketing Management

Marketing Management

- The Critical Role of Marketing in Organisations & Society
- Laying the Groundwork through Strategic Planning
- Managing the Marketing Process & Marketing Planning

Analysing Marketing Opportunities

- Marketing Information Systems & Marketing Research
- Analysing the Marketing Environment
- Analysing Consumer Markets & Buyer Behaviour
- Analysing Business Markets & Organisational Buying Behaviour
- Analysing Competitors

Researching & Selecting Target Markets

- Measuring & Forecasting Market Demand
- Identifying Market Segmentation & Selecting Target Markets

Designing Marketing Strategies

- Marketing Strategies for Differentiating & Positioning the Marketing Offer
- Developing, Testing & Launching New Products & Services
- Managing Products through their Product Life Cycle
- Deciding on International Market Entry
- Methods of Entry
- International Marketing programmes

Planning Marketing Programmes

- Managing Product Lines, Brands & Packaging
- Managing Service Business & Ancillary Services
- Designing Pricing Strategies & Programmes
- Selecting & Managing Marketing Channels
- Managing Retailing & Wholesaling
- Designing Communication & Promotion-Mix Strategies
- Designing Effective Advertising Programmes
- Designing Direct Marketing, Sales-Promotion & Public Relations Programmes
- Managing the Salesforce
- Managing Direct Marketing Operations
- Implementing Marketing Programmes
- Controlling Marketing Activities

Reading List

Main Text

- Marketing Management - Philip Kotler (Prentice Hall)

Alternative Texts and Further Reading

- Go International - Keith Monk (McGraw Hill)
- Essentials of Marketing - G Lancaster & L Massingham (McGraw Hill)

