

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



MARKETING

28 MARCH 2006

Course Title	Marketing (Valid from June 2006 exams)
Unit Code	MK-0905
Level	1 / 2
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
To provide students with a foundation for the analysis of marketing within organizations including decision making processes, segmentation, the role of information and the marketing information system, the marketing mix, internal and external influences affecting strategy, competitor analysis and positioning.	
Main Topics of Study:	
Concept & Process of Marketing	
The Marketing Concept:	Evolution of Marketing / Business Orientations / Societal Issues & Emergent Philosophies / Customer & Competitor Orientation / Efficiency & Effectiveness / Limitations of the Marketing Concept /
Marketing process overview:	Marketing Audit / Integrated marketing / Environmental Analysis / SWOT Analysis / Marketing Objectives / Constraints / Options / Marketing planning /
Costs and benefits:	Benefits of Building Customer Satisfaction / Service and Customer Care / Relationship Marketing / Customer Retention / Customer Profitability / Total Quality Marketing /
Segmentation, Targeting & Positioning	
Macro-environment:	Environment Scanning / Political, Legal, Economic, Socio-cultural, Ecological & Technological Factors /
Micro-environment:	Stakeholders (Organisation's Own Employees, Suppliers, Customers, Intermediaries, Owner's Financiers, Local Residents, Pressure Groups & Competitors) / Direct & Indirect Competitors / Porter's Competitive Forces /
Buyer Behaviour:	Dimensions of Buyer Behaviour / Environmental Influences / Personal Variables - Demographic, Sociological, Psychological-motivation, Perception & Learning / Social Factors / Psychological Stimuli / Attitudes / Other Lifestyle & Life Cycle Variables / Consumer & Organisational Buying /
Segmentation:	Process of Market Selection / Macro & Micro Segmentation / Bases for Segmenting Markets: Geographical, Demographic, Psychographic & Behavioural / Multivariable Segmentation & Typologies / Benefits of Segmentation / Evaluation of Segments & Targeting Strategies / Positioning / Segmenting Industrial Markets / Size / Value / Standards / Industrial Classification /

Marketing mix	
Products:	Products & Brands - Features, Advantages & Benefits / The Total Product Concept / Product Mix / Product Life-cycle & Its Effect on Other Elements of the Marketing Mix / Product Strategy / New Product Development / Adoption Process /
Place:	Customer Convenience & Availability / Definition of Channels / Types & Functions of Intermediaries / Channel Selection / Integration & Distribution Systems / Franchising / Physical Distribution Management & Logistics / Ethical Issues /
Price:	Perceived Value / Pricing Context & Process / Pricing Strategies / Demand Elasticity / Competition / Costs / Psychological / Discriminatory / Ethical Issues /
Promotion:	Awareness & Image / Effective Communication / Integrated Communication Process / Promotional Mix Elements / Push & Pull Strategies / Advertising Above & Below the Line / Packaging / Public Relations & Sponsorship / Sales Promotion / Direct Marketing & Personal Selling / Branding / On-line Marketing /

Different Marketing Segments & Contexts

Consumer Markets:	Fast-moving Consumer Goods / Consumer Durables / Co-ordinated Marketing Mix to Achieve Objectives /
Organisational Markets:	Differences From Consumer Markets / Adding Value Through Service / Industrial / Non-profit Making / Government / Re-seller /
Services:	Nature & Characteristics of Service Products - Intangibility, Ownership, Inseparability, Perishability, Variability / Heterogeneity - the 7Ps / Strategies / Service Quality / Elements of Physical Product Marketing / Tangible & Intangible Benefits /
International Markets:	Globalisation / Standardisation Versus Adaptation / The EU / Benefits & Risks / Market Attractiveness / International Marketing Mix Strategies /

Learning Outcomes for the Unit

At the end of this Module, students will be able to:

1	Understand the marketing environment and the scope of tasks undertaken in marketing in the context of different organizational situations in which marketing is applied.
2	Understand the decision making processes within consumer and organizational buying situations explain the ways in which market segments are defined and recognise the importance of information in decisions concerning customers and markets.
3	Assess the role of the marketing mix within the context of marketing decision making.
4	Examine various marketing strategies used within different organizations and competitive situations

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	3,4	3,4	3,4	
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
		3,4	1-4	

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable student to demonstrate the learning outcomes for the Unit:		Weighting:
Assignment One:		0%
Assessment Two:		0%
Examination: 3 hours duration		100%
Indicative Reading for this Unit:		
Main Text: Marketing: HND Mandatory Unit 1. BPP Professional Education ISBN 0-7517-1243-4		
Alternative Texts and Further Reading: Fundamentals of Marketing - W G Leader & N Kyritsis (Stanley Thorne) Marketing Principles and Practice – D Adcock (Pearson Publishing) Principles of Marketing - Kotler (Prentice Hall)		
Guideline for Teaching and Learning Time (10 hrs per credit)		
50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.	
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc	
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.	