



**Level 6 Advanced Diploma in Business Administration &
Database Technology (900) 161 Credits**






Unit: Marketing Management	Guided Learning Hours: 260
Exam Paper No.: 3	Number of Credits: 26
Prerequisites: Knowledge of business organisation	Corequisites: A pass or higher in Diploma in Business Studies or equivalence.
<p>Aim: The unit discusses marketing in terms of the organisation's total operation, with the emphasis on consumer satisfaction. The unit analyse the interrelationships of marketing concepts, decision making, strategy, planning, and systems of control, buyer behaviour, product policy, pricing strategy, promotion, competitive strategy, and brand management. The unit also provides an overview of managerial decision making for the marketing function, focusing on the teaching tools of marketing management including environmental analysis, competitive and customer analysis, market analysis, and marketing strategy development, the roles and responsibilities of the marketing manager including forecasting, budgeting, managing distribution, performance evaluation, and maintaining control. Marketing is a value-enhancing function which identifies opportunities, develops markets, and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. To this end, the unit covers the following topics: understanding consumer and corporate behaviour, conducting customer and competitor analysis, developing new products, branding and brand extension, pricing, designing distribution channels, and managing marketing-mix activities. Learners are exposed to the fundamental concepts of marketing and thus learn the “language” of marketing (“<i>talk-the-talk</i>”). Learners are trained to use the analytic tools of marketing, via specially designed homework assignments, so that they know how to “do” marketing (“<i>walk-the-talk</i>”). Specifically, learners learn how to: discover a brand’s image and personality; find market segments; position own and competitors’ brands in perceptual maps; determine the value of attributes comprising a new product; predict the likely market share of a new product design; go-to-market; assess the price of an attribute in existing products; estimate the effectiveness of marketing-mix activities and allocate resources optimally to multiple marketing activities.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <p>1 Understand how marketing is about customers and finding ways to provide products or services which customers demand; meeting the needs and wants of customers and a business-wide function.</p> <p>2 Understand how marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives.</p> <p>3 The growing perception that marketing organisations are not just sellers of product but also have an inherent responsibility to be more socially responsible, including being more responsible for its actions and more responsive in</p>	<p>Assessment Criteria:</p> <p>1.1 Describe product, sales, market and relationship marketing orientation</p> <p>1.2 Outline requirements for marketing to occur</p> <p>1.3 Describe controllable and uncontrollable factors</p> <p>1.4 Evaluate the breadth and depth of marketing</p> <p>2.1 Compare marketing planning vs strategic planning</p> <p>2.2 Analyse the link between marketing and corporate strategies</p> <p>2.3 Describe the strategic marketing phases</p> <p>2.4 Describe the corporate, business units and functional levels of strategy</p> <p>3.1 Describe marketing social responsibility</p> <p>3.2 Demonstrate designing an ethical framework for a marketing company</p> <p>3.3 Outline factors that influence ethical and unethical marketing decisions</p>

addressing social concerns.	3.4 Describe unethical and socially irresponsible consumer behaviour
4 The effects of marketing carried out by companies overseas or across national borderlines and the strategies, practices and techniques used at the firm-level.	4.1 Describe the opportunities, challenges, sociocultural environment, political and legal factors in international marketing 4.2 Compare diversification strategy vs concentration strategies 4.3 Demonstrate why some companies succeed globally while other fail 4.4 Describe the decline of economic protectionism and rise of economic integration 4.5 Describe global market-entry strategies 4.6 Analyse the channels of distribution in global marketing
5 The systematic gathering, recording, and analysis of data including issues relating to marketing products and services.	5.1 Analyse the roles played by customers, competitors, distribution channels and regulators 5.2 Describe the market research process 5.3 Describe how to interpret the environmental forces affecting organisations and the trends they cause 5.4 Describe the role of marketing research 5.5 Describe what is meant by consumer behaviour, consumer decision-making process, marketing strategy and consumer behaviour. 5.6 Describe the role of consumers 5.7 Explain the consumer buying decision process 5.8 Describe the situational, sociocultural, psychological and marketing mix consumer influences
6 The commerce transactions between businesses such as those involving a manufacturer and wholesaler, or a wholesaler and a retailer.	7.1 Describe commercial enterprises, governments and institutions as business market customers 7.2 Compare consumer purchase vs organisational purchase stages 7.3 Describe the advantages and disadvantages of segmentation and target marketing 7.4 Identify the process involved in segmenting and targeting markets
7 Understand how firms market products at the same time continue to grow and prosper by developing new products for the market place.	7.1 Analyse and identify convenience, shopping, speciality and unsought consumer goods 7.2 Explain the reasons why new products fail 7.3 Explain the difference between product mix and product line 7.4 Describe the stages of a product life cycle 7.5 Explain the importance of branding and alternative branding strategies

<p>8 Understand how much the world economy is dominated by the service sector and the importance of customer satisfaction, service quality and customer service.</p>	<p>8.1 Demonstrate how intangibility creates marketing problems for services 8.2 Describe the differences between goods and services 8.3 Demonstrate the importance of customer satisfaction 8.4 Describe the four Is of services 8.5 Explain the role of the four Ps in the services marketing mix</p>
<p>9 The distribution channels key concepts, steps and key elements in marketing strategy and how it helps to expand to reach and grow revenue.</p>	<p>9.1 Analyse the determinants of channel structure 9.2 Describe the marketing channels for (i) consumer goods and services (ii) business goods and services 9.3 Describe the role of retailing and the types of retailers 9.4 Describe the differences between a marketing channel and a supply chain 9.5 Describe the integrated marketing communication process</p>
<p>10 The financial objectives in terms of pricing strategies will be secured on how much money the firm intends to make from a product, how much can be sold, and market share in relation to competitors.</p>	<p>10.1 Identify elements which make up a price 10.2 Demonstrate break-even analysis 10.3 Describe total, average and marginal revenue 10.4 Explain price elasticity of demand 10.5 Analyse laws and regulations affecting pricing practices</p>
<p>Methods of Evaluation: A 3-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Marketing Management with a weighting of 100%.</p>	

Recommended Learning Resources: Marketing Management

<p>Text Books</p>	<ul style="list-style-type: none"> • Marketing Management by Philip Kotler , Kevin Keller. ISBN-10: 0131357972 • Principles and Practice of Marketing by David Jobber. ISBN-10: 0077114159 • Business Marketing Management by Michael Hutt , Thomas W. Speth. ISBN-10: 0324361041
<p>Study Manuals </p>	<p>BCE produced study packs</p>
<p>CD ROM </p>	<p>Power-point slides</p>
<p>Software </p>	<p>None</p>