



Diploma in Marketing (880) – Marketing Management




<p>Prerequisites: Knowledge of business organisation</p>	<p>Corequisites: A pass or higher in Certificate in Business Studies or equivalence.</p>
<p>Aim: The course discusses marketing in terms of the organisation's total operation, with the emphasis on consumer satisfaction. The course emphasizes 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 course also provides an overview of managerial decision making for the marketing function, focusing on teaching the 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 that 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 course 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. First, candidates will be exposed to the fundamental concepts of marketing and thus learn the “language” of marketing (i.e., talk-the-talk). Secondly, candidates will be trained to use the analytic tools of marketing, via specially designed homework assignments, so that they know how to “do” marketing (i.e., walk-the-talk). Specifically, candidates will 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>	
<p>Required Materials: Recommended Learning Resources.</p>	<p>Supplementary Materials: Lecture notes and tutor extra reading recommendations.</p>
<p>Special Requirements: The course requires a combination of lectures, demonstrations and discussions.</p>	
<p>Intended Learning Outcomes:</p> <p>1 Present the marketing management process and outline what marketing managers must do to become effective. Understand the fundamental steps involved in developing a strategic plan</p> <p>2 Understand the issues surrounding data collection, such as the differences between qualitative and quantitative data and the importance of sampling and design. Discuss why marketing managers require reliable and useful information to make effective decisions. Understand the process and systems for decision making.</p>	<p>Assessment Criteria:</p> <p>1.1 Define marketing management process 1.2 Review organisational marketing concepts 1.3 Define strategic planning 1.4 Identify the relationship between strategic and marketing planning 1.5 Describe the key elements that are crucial to marketing planning activities</p> <p>2.1 Describe the marketing research process 2.2 Define marketing information system 2.3 Describe today’s highly competitive global economy 2.4 Describe the importance and scope of market research and information systems. 2.5 Identify how new technologies are transforming the market-research process from a discrete to a continuous activity. 2.6 Analyse how market research extends beyond traditional customer research to the study of competitors.</p>

<p>3 Discuss consumer behaviour and the decision-making process used to purchase products and services. Describe how physical surroundings, time, and mood shape consumer's buying decisions throughout each stage of the buying decision process.</p>	<p>2.7 Explore the growing importance of conducting channel research and the methods used to study these channels and individual trade partners.</p> <p>3.1 Review social and influences on consumer decision making</p> <p>3.2 Describe consumer decisions psychological influences</p> <p>3.3 Analyse consumer decision-making process</p> <p>3.4 Evaluate roles consumers play when buying goods and services. Analyse the consumer buying decision process.</p> <p>3.5 Explain how psychological factors - perception, learning, motivation, and psychographics - may affect the consumer buying decision process.</p> <p>3.6 Identify how social factors - reference groups, family, technology, and culture - affect the consumer buying decision process.</p>
<p>4 Focus on business, government agencies and other institutions rather than consumers and understand their buying behaviours. Understand the decision process that organisational buyers apply as they confront different buying situations and the approach organisational buyers use to evaluate the performance of business marketers.</p>	<p>4.1 Identify organisations as customers</p> <p>4.2 Describe an overview of the organisational buying process</p> <p>4.3 Identify the major types of customers that comprise the business market and the massive buying power these customers represent.</p> <p>4.4 Describe the importance of a buyer-seller relationships in business-to-business marketing.</p> <p>4.5 Describe the environment, organisational, group, and individual forces that influence the buying decisions of organisations.</p>
<p>5 Identify and explain the process of target-market selection, including criteria for segmentation, basis for segmentation, profiling market segments, and positioning. Define the process of dividing a market into consumer groups.</p>	<p>5.1 Define market segmentation</p> <p>5.2 Describe a target market</p> <p>5.3 Describe the basic concepts and importance of segmenting and targeting markets.</p> <p>5.6 Explain advantages and disadvantages of segmentation and target marketing.</p> <p>5.7 Describe how segmenting business markets differs from segmenting consumer markets.</p> <p>5.8 Identify special considerations in segmenting global markets.</p>
<p>6 Discuss product development strategy. Understand why product strategy is a critical element of marketing and business strategy. Understand the benefits associated with creating a portfolio of products that provides appropriate product depth and width for your target customers.</p>	<p>6.1 Define product, product classification, product quality and value, product mix, product line. Branding, brand equity and packaging.</p> <p>6.2 Explain the life cycle and its implications for product strategy.</p> <p>6.3 Give an outline of product management</p> <p>6.4 Discuss product audit</p> <p>6.5 Classify products by who the buyer is and the purpose for which the product is being bought.</p>

<p>7 Describe why new products are vital to a firm's competitive growth strategy.</p>	<p>7.1 Discuss why new products fail 7.2 Describe the obstacles in effectively predicting new product demand 7.3 Evaluate the cost of introducing a new brand 7.4 Outline why product development can take many years 7.5 Describe key factors to a firm's success in launching new products.</p>
<p>8 Describe how to integrate the various marketing communication methods; including (i) advertising (ii) sales promotion (iii) public relations and (iv) direct marketing. Describe the variety of marketing communications tools, and how they work together to accomplish communication objectives.</p>	<p>8.1 Define the various elements of promotion 8.2 Describe the importance of communicating with customers 8.3 Evaluate the nature, importance, and features of integrated marketing communications. 8.4 Describe the concept of brand-equity enhancement and the role of marketing communications in facilitating this objective. 8.5 Describe the factors that determine how different marketing communications elements are effectively combined. 8.6 Discuss the primary decision spheres involved in managing the marketing communications process.</p>
<p>9 Understand the direct relationships between seller and the customer. Define the flow of communication between the potential buyer and the salesperson. Identify and understand the factors that make personal selling such a critical component of promotion.</p>	<p>9.1 Identify a potential buyer's needs 9.2 Demonstrate how to convince a buyer to purchase products 9.3 Discuss different forms of interaction between salesperson and a potential buyer. 9.4 Describe the selling contexts and types of salespeople. 9.5 Understand and explain the sales process. 9.6 Describe the diverse tasks and functions of the sales manager.</p>
<p>10 Describe the development and management of channels of distribution. Define characteristics of efficient channels. Understand how marketing channels add time, place, and possession utilities for final customers and how channel structure evolves to provide these utilities effectively and efficiently.</p>	<p>10.1 Identify the major flows in marketing channels and how each contributes to making products conveniently available to many customers. 10.2 Identify why marketing channels are not only economic systems, but also social systems, in which power and conflict play an important role. 10.3 Explain the decision areas of channel management. 10.4 Describe the crucial role played by logistics in the creation and operation of high-performance marketing channels.</p>
<p>11 Describe the consequences relating to too low or too high prices. Define price and explain why cost-based pricing methods are used so widely, and understand the drawbacks of these methods.</p>	<p>11.1 Discuss the demand, supply and environmental influences that affect pricing decisions. 11.2 Identify and explain strategic drivers of prices. 11.3 Explain and evaluate reasons why base</p>

<p>12 Familiarise with the characteristics of services and their strategy implications. Understand the components of customer satisfaction and distinguish the pros and cons of customer relationship management.</p> <p>13 Describe methods of organising global vs domestic markets. Understand the importance of international marketing and its opportunities and challenges.</p>	<p>prices change over time in both business and consumer markets.</p> <p>11.4 Explain basic legal and ethical constraints on pricing behaviour.</p> <p>12.1 Identify key concepts associated with providing quality services</p> <p>12.2 Describe obstacles that impede development of marketing services</p> <p>12.3 Understand the fundamental differences between the marketing of goods and services.</p> <p>12.4 Identify the major factors that influence the creation of the service experience.</p> <p>13.1 Define global marketing research tasks</p> <p>13.2 Describe global market entry strategies</p> <p>13.3 Discuss multinational firm marketing strategies</p> <p>13.4 Describe the effect of the global environment on international marketing activities.</p>
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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. Speh. 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>