

<b>Unit Title: Marketing Policy Planning and Communication</b>	<b>Unit Code: MKT</b>
<b>Level: 5</b>	<b>Learning Hours: 160</b>
<b>Learning Outcomes and Indicative Content:</b>	
Candidates will be able to:	
<b>1. Understand the nature, role and value of modern marketing in a wide variety of settings and organizations, whether profit making, not for profit, service industries, product based, business to consumer, business to business, domestic, international or global. Appreciate the creative nature of marketing and its relationship to entrepreneurship and entrepreneurial orientation</b>	
1.1. Students will need to know and be able to apply the major concepts and tools of marketing including the key elements of marketing management encompassing analysis, planning, implementation and control	
1.2. Students should acquire an understanding of the development of marketing thought	
1.3. Students will need to understand marketing as a concept and a management function; product, production, sales and marketing orientation	
1.4. Will appreciate the creative and entrepreneurial nature of marketing in the formation of plans in the use of marketing mix elements to achieve objectives	

- 2. Understand the concept of the marketing mix (particularly the '7P' service marketing mix) and its application nationally and internationally and especially the interrelated and interactive nature of the mix elements in the formulation of an integrated marketing plan. Understand the nature of services and the extended marketing mix of product, price, place, promotion, people, processes and physical evidence (7P's) appropriate to the product and services marketing mix**
  - 2.1. Understand the nature of the mix elements and be able to use them in the achievement of marketing objectives
  - 2.2. Have an understanding of what is involved in formulating pricing policies including different approaches to the setting of price, methods used in the setting of price, the price / quality relationship, price as a segmentation variable, price discrimination, particularly differential pricing in relation to international market segmentation, promotional pricing and the communication role of price
  - 2.3. To be able to formulate creative and imaginative communication plans and make promotional decisions: the promotional mix, planning and managing promotional mix elements
  - 2.4. Define what marketing communications policies involve and understand the main marketing communication mix elements, models of the communications process, the evaluation of communication campaigns and the integrative nature of the communications mix
  - 2.5. Understand the communication process for products and services
  - 2.6. Have an appreciation of international, multi-national and global communication programs
  - 2.7. Be able to define what distribution policies involve in terms of both channels of distribution and physical distribution and understand key concepts and models related to distribution including channel choice, level of market exposure, selection of channel intermediaries, channel conflict and co-operation, 'wheel of retailing', service elasticity and the components of a business logistics system
  - 2.8. Gain an understanding of the appropriate distribution channels for services
  - 2.9. Students are to consider distribution at the domestic and international / multi-national and global levels.
  - 2.10. Be able to make product and services decisions including decisions relating to the product/ service lifecycle and new product/ service development and the creative/ imaginative nature of innovation and the New Product Development (NPD) process
  - 2.11. Understand and be able to implement decisions relating to people, process and 'physical evidence' in relation to the service marketing mix

- 3. Gain a theoretical and practical understanding of managerial marketing decision making through the introduction of general marketing concepts, techniques and tools of market analysis to enable students to contribute towards the development of effective marketing strategies and plans and develop the ability to manage the marketing process effectively at the domestic and international / global levels. Formulate marketing plans and understand the sequential stages within the marketing planning process. Appreciate the integrated nature of the marketing plan develop some understanding of marketing budgets, time schedules, allocation of responsibilities, monitoring and control procedures and contingency plans**
  - 3.1. To be able to use appropriate analytical tools in a creative manner within the marketing management and planning process
  - 3.2. To understand the nature of the overall strategic plan and the strategic marketing plan as a subsidiary plan. Appreciate the concept of a hierarchy or cascade of plans
  - 3.3. Be able to develop creative and imaginative competitive strategies. Understand competitive positions, leader, follower, challenger, nicher, defensive
  - 3.4. Appreciate the need for marketing planning. Understand the elements in the marketing planning process- Sales forecasting and budgeting as planning tools and procedures. Time schedules
  - 3.5. Optimisation of the marketing mix. Be able to review, control and measuring performance.
  - 3.6. Understand the need for and be able to implement monitoring and control procedures
  - 3.7. Understand methods of control, the role of the marketing information system
  - 3.8. Be able to use quantitative and qualitative measures of performance. Understand methods of evaluation Problems with multiple causation and variable interaction. Feedback and contingency plans

- 4. Evaluate the need for and role of information in marketing decision making. Understanding of the concept of 'Marketing Information Systems' and the contribution of formal marketing research, marketing research methodology and the stages in the marketing research process. Understand the main sources of secondary and primary data and an appreciation as to how such data can be used to improve marketing decisions**
  - 4.1. Develop an appreciation of the market research process, techniques of marketing research, and planning and conducting marketing research
  - 4.2. Appreciate the role of information in marketing management, planning and strategy, understanding markets and gaining a competitive advantage through the strategic use of marketing information
  - 4.3. Understand the nature of marketing research and the stages in the marketing research process. Have knowledge of the main sources of secondary data and the methods of collecting primary data - interviews, surveys, observation and experimentation
  - 4.4. Appreciate the nature, role and function of a marketing information system. Understand the component parts of a marketing information system. Be able to design, and understand the process of implementation and managing a marketing information system
  
- 5. Analyse the key macro and micro environmental factors affecting marketing decisions and be able to conduct environmental scanning and an external marketing audit**
  - 5.1. Develop competence in analysing the marketing environment; macro and micro factors
  - 5.2. Conduct competitor analysis, analysing company strengths and weaknesses
  - 5.3. To appreciate the impact on marketing decisions of the internal, proximate (task) and macro marketing environments
  - 5.4. Understand the elements within the external macro environment, political, economic, social, technological, legal, cultural and demographic
  - 5.5. To be able to conduct environmental scanning and analysis

**6. Assess consumer and organizational buyer behaviour and understand the main drivers and influences on purchasing behaviour at the individual, household and organizational levels**

- 6.1. Develop and apply an understanding of different types of consumer buying behaviour
- 6.2. Be able to explore the personal factors that effect consumer behaviour e.g. age, gender etc
- 6.3. Gain an understanding of the social factors that may effect consumer behaviour e.g. socio economic group, culture, family etc
- 6.4. Explore the psychological factors effecting consumer behaviour e.g. perception, motives, learning etc
- 6.5. Appreciate the importance of marketers attempting to understand consumer behaviour and the use and application of this knowledge in marketing practice
- 6.6. Have knowledge of different types of organisations and the main characteristics of organisational buying and organisational demand, often derived demand
- 6.7. Understand the concepts of the 'buying centre' and decision making unit (DMU) and the sequential nature of organisational buying decisions
- 6.8. Understand relationship marketing and the nature of the exchange process between industrial / organisational buyers and sellers. Appreciate the factors affecting the buying decision process
- 6.9. Develop an appreciation of segmentation, selecting and targeting in business to business markets

**7. Plan and conduct segmentation, targeting and positioning and develop an understanding of segmentation 'tools', bases and techniques**

- 7.1. To be able to carry out segmentation, targeting and positioning in an appropriate and creative manner
- 7.2. To have an understanding of the issues involved in managing the marketing mix in relation to segmentation targeting and positioning for both products and services
- 7.3. To understand the nature and role of marketing segmentation
- 7.4. To be able to use various bases for marketing segmentation
- 7.5. Be able to apply segmentation in consumer, business to business and international markets
- 7.6. Develop skill in selecting target markets, and understand undifferentiated, concentrated and differentiated marketing polices
- 7.7. Understand the nature of positioning. Be able to apply appropriate positioning strategies. Develop skills in the use of perceptual mapping and multi dimensional scaling in product and service positioning

- 8. Understand the use of the Internet and related technologies such as SMS. Examine developments such as the World Wide Web, the Internet, e-commerce in general, databases and their applications such as data base marketing, customer relationship management, data mining and data fusion and the way these new developments and techniques have changed the face of marketing practice over the recent past and will continue to do in the future. The use of computer based technologies in customer relationship management in relation to the provision of products and services**
- 8.1 To be able to see the creative possibilities of using Internet and related technologies in marketing practice
  - 8.2. Able to develop a practical understanding of the use of the Internet and the WWW and related technologies in general and the manner in which such technologies have formed the platform for the new e-marketing and 'e-commerce' revolution by analysing and assessing some of the more salient technological developments that are taking place with respect to marketing and business
  - 8.3. To show an appreciation that developments in business related computer technology allow marketers to be more customer focused e.g. faster and more flexible responses to customer needs
  - 8.4. Gain practical understanding of the use of database marketing and data mining and the manner in which it has improved the accuracy and efficiency of many marketing operations, particularly communications such direct mail, Internet advertising and customer relationship management programmes

- 9. Understand the nature of the marketing of services and the importance of service industries to modern economies. Understand analytical frameworks in relation to service marketing such as the GAPS model and other service quality frameworks. Relate the marketing of services to the application of Internet based technologies**
- 9.1. To understand the nature of services and the similarities and differences between service and product marketing
- 9.2. To appreciate the need for an extended marketing mix which as well as the more traditional product, place, promotion and price also includes:
- (a) People: To appreciate that services in particular are dependent on people who deliver and perform them. Appreciate that personal interaction is often a key element in providing customer satisfaction and repeat business. Understand that training is important to ensure that standards are maintained
- (b) Process: Understand that service usually demands a well-integrated means of delivery. Appreciate that the management of the process ensures availability and uniform quality often accompanied by immediate consumption
- (c) Physical evidence: Understands that this involves the appearance of the premises and factors like attention to ambience and image
- 9.3. To be able to apply appropriate analytical frameworks such as the GAPS model the SEVQUAL framework and other appropriate analysis to service marketing problems

**Assessment Criteria:**

- Assessment method: written examination
- Length of examination: three hours
- Candidates should answer four questions from a choice of eight, each question carrying equal marks

**Recommended Reading**

ABE, *ABE Study Manual – Marketing*, ABE

Lancaster G, Reynolds P, *Marketing: The one Semester Introduction* (2001), Butterworth-Heinemann  
ISBN: 0750643811

Jobber D, *Principles and Practice of Marketing* (2003), McGraw-Hill  
ISBN: 0077111311