

Module	Marketing
Course code	BABSH-M
Credits	10
Allocation of marks	50% Project 50% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Examine the role and scope of marketing in an organisation.
2. Demonstrate knowledge of key marketing realities and challenges facing organisations.
3. Examine the importance of providing customer satisfaction and responding to the marketplace through appropriate marketing strategies.
4. Develop and implement selected marketing strategies using suitable marketing models, frameworks and techniques.
5. Demonstrate knowledge and understanding of the tools and techniques in market research.
6. Identify and execute standard marketing research activities.
7. Express the relevance of market research to decision making.

Module Objectives

This module takes learners through the fundamentals of marketing planning and emphasises the role of research and marketing intelligence in decision making. It aims to combine theory and practice to enable learners to gain a broad perspective on marketing and its role within organisations.

Module Curriculum

Introduction to Marketing

- Definition of Marketing
- Overview of Business Orientations- Transactional vs Relationship Marketing
- Customer Value, Satisfaction and Loyalty

The Marketing Environment

- Elements of the Marketing Environment
- Consumer Behaviour
- Models for Market Analysis (PEST/Porter/BCG)
- Competitor Analysis

Marketing across Business Contexts

- Overview of Services Marketing
- Overview of International Marketing
- Overview of Marketing in Small Firms

Marketing Research

- Information Types and Sources
- The Market Research Process
- Research Design and Execution
- Data Analysis
- Marketing Information Systems

Segmentation, Targeting & Positioning

- Bases of Segmentation
- The Segmentation Process
- Target Marketing
- Positioning Concept

Marketing Planning

- Brand and Product
- Pricing tactics
- Distribution
- Integrated Marketing Communications

Marketing Decision Making

- Building a Marketing Plan
- Resources and Competencies
- Marketing Audit & Evaluation