

## *MANAGEMENT AND MARKETING PRINCIPLES*

**Theme:** Marketing and Human Resource Management

**Assessment Weighting:** 40% Coursework

60% Examination

### **INTRODUCTION**

This module is designed to give students a broad understanding of the key concepts and practices in both the business and marketing environment. This module introduces the foundations of management principles and roles, whilst also providing an overview of the nature and scope of marketing and its role in achieving business objectives as a core business function.

### **AIMS**

The aims of this module are to:

- Provide a clear understanding of the business environment and the core business functions a company must perform
- Explore the range of tasks undertaken by businesses both internally and externally
- Examine the market environment and the impact of both internal and external forces that can affect a company's performance
- Provide students with a clear appreciation of the role of marketing as a core business function and its relationship to the other functions of a business
- Provide the tools and skills required to research the business environment.

### **LEARNING OUTCOMES**

On successful completion of this module, students should be able to:-

- Demonstrate a clear understanding of the core concepts and current practices of the business environment
- Identify the core business functions within an organisation, their interrelationship with each other and with the broader market environment
- Develop the basic skills and knowledge required to undertake an analysis of both the internal and external environment in which a business is operating
- Demonstrate an ability to conduct a comprehensive environmental analysis
- Describe the core concepts of marketing and its role within an organisation
- Demonstrate an understanding of the elements of the marketing mix and key marketing decisions.

## **SYLLABUS**

### **Introduction to the business environment**

- Defining the business environment
- Types of organisations:
  - Sole traders
  - Partnerships
  - Limited Companies
  - Public Sector
  - Not For Profit Enterprises
  - SME's
  - MNC's Vs. Global Companies
- Ethics in Business- Definition and core principles of ethical behaviour
- Impact of unethical behavior in the workplace
- Assessing and reviewing company Codes of Ethics

### **Internal Environment**

- Business Functions
- Bases for organising a commercial enterprise
- The meaning of management
- Management principles
- Managerial roles
- Internal Marketing- the role of employees
- Ethical concepts applied to business decisions

### **External Environment**

- Macro environment- PEST analysis
- Micro environment- Porter's 5 forces
- SWOT
- The international business environment

### **Introduction to Marketing**

- Marketing defined
- Development of the marketing concept
- Analysing the marketing concept in the organisation
- The influence of the environment on marketing
- Defining the marketing mix
- Towards the societal marketing concept

### **Consumer decision making process**

- Segmentation, Targeting & Positioning
- Overview of the Marketing Mix
- Services Vs. Product Marketing