

MARKETING MANAGEMENT

Theme: Marketing

Assessment Weighting: 40% Coursework

60% Examination

INTRODUCTION

This module is designed to provide students with an in-depth knowledge of strategic issues in marketing and their management and implications. Knowledge and understanding gained in Stage I of the programme is strengthened and developed in this module.

AIMS

The aims of this module are to:

- Enable students to use analytical approaches to marketing planning and control.
- Provide students with the competencies to evaluate the marketing performance of organisations and develop strategies which will benefit such organisations.
- Ensure students can apply analytical and critical thinking skills to specific marketing scenarios and situations.
- Provide students with an appreciation of the problems associated with strategy development and implementation, and the skills necessary to overcome these problems.

LEARNING OUTCOMES

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

- Critically evaluate the role and importance and scope of marketing for a market-driven organisation.
- Demonstrate an understanding of key marketing realities and challenges facing organisations.
- Appreciate the escalating importance of providing customer satisfaction and responding to diversity in the marketplace, and recognising the importance of building competitive advantage through appropriate marketing strategies.
- Critically assess how to develop and implement a range of marketing strategies through appropriate planning and control, using suitable marketing models, frameworks and techniques.

INDICATIVE MODULE CONTENT

Analysing Competition and Industry Structure

- Assessing resources and appraising distinctive capabilities
- Portfolio models
- Defining competitors- Direct and Indirect
- Obtaining and analysing competitive information
- Formulating Marketing Strategies

Segmentation and Creating Customer Value

- Customer Value, Satisfaction and Retention
- Understanding customer needs and behaviour
- Measuring and monitoring customer demand and satisfaction levels
- Customer profiling
- Relationship Marketing

Developing a Value Proposition

- Creating the differential advantage
- Determining positioning effectiveness
- Product and Branding Decisions
- Green Marketing and Societal Marketing as value drivers in an organisation

Innovation and Organisational Learning

- Innovation and new product development
- Organisational Learning & Change Leadership
- Managing existing products
- Developing product and branding strategies
- Repositioning and rationalisation

Integrated Marketing Communications

- Communication objectives
- Developing the advertising strategy
- Sales promotion activities
- Public relations
- Direct and online marketing
- Evaluating the communications mix
- Advertising Standards; legal implications and ethical considerations

Pricing Policy

- Assessing price competitiveness
- Selecting the pricing strategy
- Controlling reseller mark-ups
- International pricing issues

Managing Marketing Channels

- Designing and managing distribution channels
- Building channel relationships

Marketing Strategy Implementation and Control

- Role of marketing in strategic management
- Preparing and implementing the marketing plan
- Internal marketing