

**MODULE: PRINCIPLES OF MARKETING**

**CODE: BABS-1-2-09**  
**Stage: I**  
**Theme: Marketing**  
**Credit Points: 4 semester credits / 6 quarter units**  
**Assessment Weighting: 40% Coursework**  
**60% Examination**

## **INTRODUCTION**

This module is designed to give students a broad understanding of the key concepts and business practices in marketing. It also provides an overview of the nature and scope of marketing and its role in achieving business objectives.

## **AIMS**

The module aims to provide a clear understanding of:-

The marketing concept and the role of marketing, not only as a business function but also as an interface between an organisation and its customers in the market place

The range of tasks undertaken by marketers both internal and external to the organisation

The broader marketing environment and the marketing mix required to meet customer needs

The role of customers and their influence on the marketing mix

The tools and skills required to research market opportunities

The role of relationship marketing in maintaining existing customers and creating new ones

## **LEARNING OUTCOMES**

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

Demonstrate a clear understanding of the core concepts and current practices of marketing

Identify the role of marketing within an organisation, its inter relationship with other business functions and with the broader market environment

Develop the basic skills and knowledge required to undertake industry analysis for marketing decisions.

Identify how markets are segmented and subsequently targeted using an appropriate marketing mix

Demonstrate an ability to conduct internal, customer, and competitor analysis

Distinguish between consumer and organisational buying behaviour and appreciate the implications for the marketer

## **SYLLABUS**

Introduction to Marketing

Marketing defined

Analysing the marketing concept in the organisation

The influence of the environment on marketing

Defining the marketing mix

The Market

Segmentation

Targeting

Positioning

Segmentation Variables Forecasting

Customer Analysis for Marketing Decisions:

Customer Analysis

Trends in consumer behaviour

Customer Choice

Post-Purchase Behaviour

Analysing Competition and Industry Structure

Competitive structure of the industry

Analysing competitors

Analysing Company Capability

Understanding core competence's, resource-based advantage

An evaluation framework, SWOT analysis, competence's and future options

## The Marketing Mix:

### Product concepts

#### Characteristics of Product Planning

- New product development
- Product/service life cycle
- Branding
- Packaging

### Pricing Concepts

- Pricing objectives
- Pricing methods/tactics
- Price structures

### Distribution Concepts

- Structure of distribution channel
- Relationships between producers
- Distributions and customer
- Direct marketing and its growth

### Promotion Concepts

- Advertising
- Personal selling
- Promotion

### Publicity

Techniques for new/existing customers

### Customer Relationship Marketing

From transactional to customer relationship

Customer value and satisfaction

## **TEACHING & LEARNING METHODS**

This module will be delivered through a combination of lectures and small group-based participative tutorials. Real world and simulated case studies will be used to stimulate debate and provide students with an opportunity to apply marketing knowledge gained to business situations. This approach will facilitate a deeper understanding of the challenges faced by marketers. Multiple choice tests will be used to enable students to gauge their understanding of the key marketing concepts. Guest speakers and video

analysis will be used to give students a practical insight into marketing practice. While use of a core text is intended to provide students with a comprehensive introduction to marketing, they will be encouraged to read widely around the core concepts. Students will be directed to selected recommended readings which will greatly add to the students understanding of the subject matter.

### **ASSESSMENT METHODS**

Course work will account for 40% of the overall assessment marks and may be typically set in the form of two in-class texts (20% each). The remaining 60% of the marks will be an end of term examination on module completion.