

MODULE: PRINCIPLES OF MARKETING

CODE: BAAF-1-2-10

Stage: I

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

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.

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

Module Content

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

1.1.1.1.1.1**1.1.1.1.1.2 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