

MODULE: PRINCIPLES OF MARKETING

CODE	BAIHM-1-2-09
Number of credits	4 semester credits / 6 quarter units
Stage:	1
Theme	Marketing Management

INTRODUCTION

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

AIMS

To provide students with a clear understanding of:

- The concepts and business functions of marketing
- The environmental factors which influence marketing decisions
- To identify the role of marketing in the hospitality industry within the market place
- The need to develop an appropriate marketing mix to meet customers needs
- The role of marketing to service providers
- The benefits of developing an appropriate marketing plan

LEARNING OUTCOMES

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

- Identify and interpret the nature and role of marketing in the international hospitality industry.
- Demonstrate the basic skills and knowledge required to undertake industry analysis for marketing decisions.
- Demonstrate an understanding of marketing strategy, organisation and renewal
- Identify major trends affecting the international hospitality industry
- Develop an appropriate marketing mix for the hospitality service sector
- Evaluate the benefits of a marketing plan

SYLLABUS

Introduction to Marketing

- Defining marketing
- Analysing the marketing concept
- Marketing within a service industry
- Defining the marketing mix.

The Market

- Segmentation
- Targeting
- Positioning
- Segmentation Variables Forecasting

Analysis for Marketing Decisions:

- Customer Analysis
- Trends in consumer behaviour
- Customer Choice
- Post-Purchase Behaviour

Marketing Research and the Marketing Information System

- Benefits of measuring and forecasting market size and trends?
- Primary, Secondary Data
- Objectives, Planning, Questionnaire Design
- Survey Methods
- Benefits of the marketing information system
- Sensitivity analysis and scenarios

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
- Characteristics of Service Planning
- Design and development
- Product/service life cycle
- Branding
- Packaging

Pricing Concepts

- 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

People, Process and Physical Evidence Concepts

- Customer Service policies and practice
- Empowerment of staff
- Procedures and processes
- Quality, satisfaction and customer retention

WORKLOAD

Contact:	60 hours
Directed Learning:	15 hours
Independent Learning Time:	45 hours

Total **120 hours**