

**MODULE:                    MARKETING MANAGEMENT & RESEARCH**

Semester:                II (Spring)  
Stage:                    2  
Themes:                  Marketing Management  
Number of Credits:     4 semester credits/6 quarter units

**INTRODUCTION**

This module is designed to provide students' with an integrated knowledge of strategic issues in marketing and their management implications. In addition, the application of research for marketing decision making is also considered. The module is presented in an integrated approach enabling the research process to be understood and applied concurrently.

**AIMS**

To provide students with a clear understanding of the impact and application of:

- Strategic marketing planning in relation to the international hospitality industry
- The various elements involved in marketing research in the decision making process
- A strategic marketing mix appropriate to the needs of an international service industry
- An appropriate marketing plan designed to target an international market
- Information Technology

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

- Identify and explain the main tasks and concepts associated with marketing management and the marketing research process, and be able to formulate, implement, manage, monitor and control marketing policies and plans
- Examine the underlying concepts of marketing research, market segmentation, targeting and positioning and its impact on marketing management decisions
- Describe in detail what's involved in formulating pricing, promotion, distribution and production policies and measure the effectiveness of the marketing mix strategy
- Measure the effectiveness and performance of a marketing plan
- Explain the value of a Marketing Information System and the active management of a customer portfolio

**SYLLABUS**

Strategic Planning and the Marketing Concept

- The internal/external marketing environment of the organisation
- Managing the Marketing System
- The Role and Scope of planning in marketing
- Corporate strategic planning
- Strategic Marketing Planning

## Strategic Marketing Management

- Strategic Visioning, mission statements and marketing objectives
- Understanding customer/competitive positions
- Marketing ethic and social responsibility
- Market Opportunity Analysis

## Marketing Strategy

- Product/Service Strategy
- Distribution Strategy
- Communications Strategy
- Pricing Strategy

## Marketing Information Systems

- Rationale
- Modelling the marketing information system
- Information assessment and distribution, internal recording systems, marketing intelligence and marketing research
- Analysis of research decisions

## Market Research Planning

- Market assessment process
- Value of secondary research data
- Steps in conducting the market research project
- Choosing and evaluating marketing research facilitation agencies

## Research Project Management

- Research proposal formulation
- Data collection processes
- Research instrument design
- Quantitative and qualitative research
- Sampling procedures
- Managing field research
- Data preparation and reporting

## Data Analysis Techniques

- Univariate, bivariate and multivariate techniques
- Descriptive statistics
- Hypothesis testing
- Dependence and interdependence methods of analysis

## Applied Marketing Research Topics

- Product Research
- Test Marketing
- Service Quality research
- Advertising research
- Ethical issues in research

## Workload

Contact:	60 hours
Directed Learning:	20 hours
Independent Learning Time:	40 hours

**Total** **120 hours**

## Teaching and Learning Methods

The module will be taught by means of formal/participative lectures incorporating question and answer sessions, study of core texts, and guest speakers on related topics. These will be supported by class discussions and tutorials to assist the students with the assimilation of the concepts and applications of marketing management and research. Class work and directed assignments will be allocated on a regular basis. Students will be required to complete the necessary assignments throughout the module. Students will be advised how to undertake assignment both in terms of research and the presentation format involved.

## Integration and Linkage

Having studied the Principles of Marketing in the First Stage of the Programme, students will use the principles learned and apply them specifically to areas such as marketing planning, marketing research and marketing information systems.

## Assessment of the Learning Outcomes

Learning Outcomes	Assessment Methods
To be able to apply the concept and business practices of marketing in the development of a marketing plan	Assignment – case study – hypothetical /fact analysis- commentary essay
Be able to explain and apply the main tasks and concepts of marketing associated with marketing management and research processes	Assignment – practical/ analysis/fact, commentary essay
To have full awareness of the process of formulating pricing, promotion, distribution and product/service strategies	Examination question – analysis/commentary essay
To be able to monitor and control the performance of a marketing plan	Examination question – analysis/commentary essay
To be aware of the benefits of a Marketing Information System and the active management	Examination question – analysis/commentary essay

of customer portfolios	
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### Assessment

Course work will account for 30% of the assessment marks. A written examination will also be held on module completion accounting for 70% of the assessment marks. Students will be expected to have highly developed research, cognitive and critical skills at this stage. Their knowledge of marketing management and research must be extensive and any reference to topical examples must be accurate and precise. Their writing style and clarity of expression will also be measured against a higher standard

### Reading List

Title	Author	Publisher	Year
<b>Essential</b>			
Marketing Management, 10 <sup>th</sup> edition	Kotler, P	Prentice Hall	1999
<b>Recommended</b>			
Marketing Management: Cases for Creative Problem Solving	Weinstein, L & Annvarjula, M	Southwestern	2001
Essentials of Marketing Research	Proctor, T	Pearson Education	2001
Marketing Research: European 1 <sup>st</sup> Edition	Malhotra & Birks	Prentice Hall	2000

### Journals

Journal of Marketing  
 European Journal of Marketing  
 Journal of Brand Management  
 Harvard Business Review

### Potential Websites

[www.ama.org](http://www.ama.org)  
[www.mmi.ie](http://www.mmi.ie)  
[www.hbsp.harvard.edu/products/hbr](http://www.hbsp.harvard.edu/products/hbr)