

PRINCIPLES OF MARKETING

Stage: I

Theme: Marketing

Assessment Weighting: 40% Coursework, 60% Examination

60 contact hours / 4 semester credits

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:

1. 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
2. The range of tasks undertaken by marketers both internal and external to the organisation
3. The broader marketing environment and the marketing mix required to meet customer needs
4. The role of customers and their influence on the marketing mix
5. The tools and skills required to research market opportunities
6. 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:

1. Demonstrate a clear understanding of the core concepts and current practices of marketing
2. Identify the role of marketing within an organisation, its inter relationship with other business functions and with the broader market environment
3. Develop the basic skills and knowledge required to undertake industry analysis for marketing decisions.
4. Identify how markets are segmented and subsequently targeted using an appropriate marketing mix
5. Demonstrate an ability to conduct internal, customer, and competitor analysis
6. 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.

PRIMARY READING

Kotler, P, Armstrong, G, Saunders J, & Wong, V, Principles of Marketing, European Edition (3rd edition) Prentice Hall 2001

RECOMMENDED READING LIST

Blythe, J. Essentials of Marketing (2nd edition) Prentice Hall (2001)

Brassington, F., & Pettit, S. Principles of Marketing (3rd edition) Prentice Hall (2003)

Clow, K., & Baack, D. Integrated, Advertising, Promotion, & Marketing Communications. Prentice Hall (2001)

Coupey, E. Marketing and the Internet. Prentice Hall (2001)

Domegan, C., & Fleming, D. Marketing Research in Ireland (2nd edition) Gill & Macmillan (2003)

Egan, J. Relationship Marketing Prentice Hall (2001)

Harrell, G. Marketing: Connecting with Customers. (2nd edition) Prentice Hall (2002)

Jobber, D. Principles and Practice of Marketing (3rd edition) Prentice Hall (2003)

Knox, S., Macklan, S., & Payne, A. Customer Relationship Management. Butterworth-Heinemann (2002)

Kotler, P. Marketing Management (11th edition) Prentice Hall (2003)

Kotler, P., & Armstrong, G. Marketing: An Introduction (6th edition) Prentice Hall (2003)

Murray, J., & O'Driscoll, A. Managing Marketing: Concepts & Irish Cases. (2nd edition) Gill & Macmillan 1999

Proctor, T. Essentials of Marketing Research. Pearson education (2001)

Ries, A. & Trout, J. The 22 Immutable Laws of Marketing. Harper Business (2002)

Rogan, D. Marketing: An Introduction for Irish Students. (2nd edition) Gill & Macmillan (2003)

Strauss, J., El-Ansary, A., & Frost, R. E- Marketing (3rd edition) Prentice Hall (2003)

Wood, M. Marketing Plan: A Handbook with Marketing PlanPro. Pearson Education (2002)

Use will also be made of Journals, Newspapers and financial publications such as:

Business and Finance

Business Plus

Journal of Marketing

Marketing magazine

Sunday Business Post

The Economist