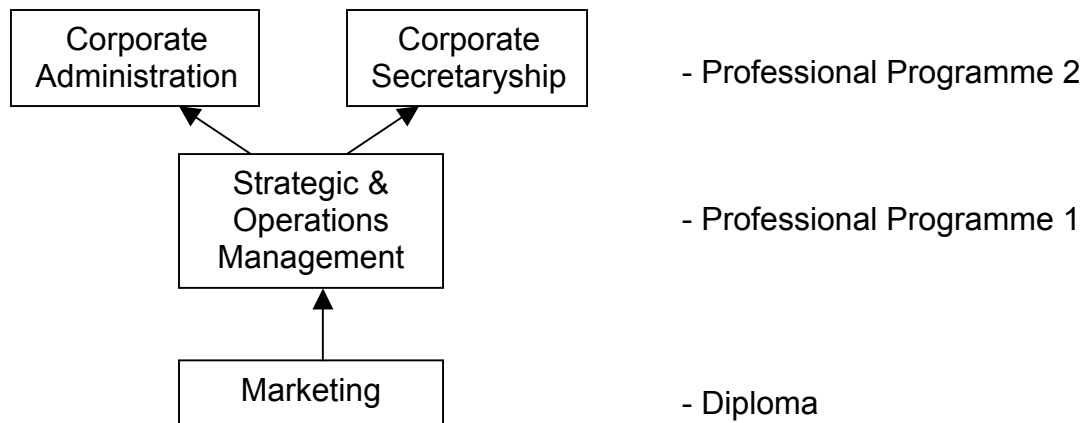


Marketing

Position of the module in overall syllabus:

- The module will equip the intermediate level administrator in the workplace with key skills relating to sound business practice and prepare students for further studies at the ICSA Professional Programme level.
- The module builds on the Certificate module 'Business Communications'. 'Business Communications' and 'Marketing' will also provide a sound underpinning for the Professional Programme 1 module 'Strategic & Operations Management' and the Professional Programme 2 modules 'Corporate Administration' and 'Corporate Secretaryship'.



Aims:

- This module provides an introduction to marketing. Knowledge of the principles of marketing is crucial for any company or organisation to operate effectively.
- Ethical considerations that affect marketing will be explored. The module looks at the environment in which marketing is undertaken, marketing strategy and planning, the marketing mix and communication issues.
- Overall the module aims to bring together theory and practice by setting out a logical framework that will allow you to develop your knowledge and understanding of marketing in a structured way, so that you can then apply this to a variety of situations.

Learning Outcomes:

On successful completion of this module candidates will be able to:

- Demonstrate a sound knowledge and understanding of marketing principles, marketing environments and marketing relationships;
- Demonstrate a holistic understanding of the marketing function, which will enable students to propose solutions to a range of marketing problems faced by organisations;
- Understand the marketing planning process and strategy choices and explain their importance in achieving company / organisational objectives;
- Explain the usefulness of marketing intelligence and describe and apply appropriate bases for market segmentation;
- Select and apply appropriate tools and techniques to determine the marketing mix;
- Demonstrate an understanding of the marketing communication activities of different types of organisation.

Syllabus Content:

The Marketing Environment 15%

- Matching customer needs / wants to organisational resources.
- Product, sales and marketing orientation.
- Development of marketing and growth of consumerism.
- Marketing in different environments and overseas.
- Social and ethical responsibilities of organisations in relation to marketing activities.

Market Identification 15%

- Role and scope of marketing intelligence.
- Overview of the marketing research process.
- Types of marketing research.
- Evaluation of the sources of market data.
- Bases for segmenting markets.
- Evaluation and choice of target markets.

The Marketing Mix 30%

- The marketing mix (4Ps) and the shift to the 7Ps.
- People, physical evidence and process management.
- Issues relating to the marketing of services.
- Issues in marketing to other countries.
- Product.
- Price.
- Place.

- Promotion.

Marketing Communications 15%

- Communications process model.
- Building relationships with stakeholders.
- Understanding buyer behaviour.
- The promotional mix.
- The choice of promotional mix for different markets.

Marketing Strategy and Planning 25%

- Marketing as part of an overall company / organisational plan.
- The marketing planning process.
- Marketing audit (including PESTLE, Porter's competitor analysis and SWOT).
- Product / market strategies and risk (Ansoff matrix).
- Setting marketing objectives (SMART).
- Monitoring and controlling the marketing plan.
- Budgets and financial implications.

The Syllabus explained:

The Marketing Environment 15%

- It is important to understand how marketing has developed from a focus on the product, to a focus on customer needs and wants which is now at the core of all marketing activities. Alongside this focus on customer needs and wants is the growth of consumerism, with customers becoming increasingly critical of products and services which do not meet the expectations they have of them.
- Although most people identify marketing with 'high street' names, it is important to understand that marketing is important for all organisations including charities and public services. Indeed in many developed countries, the government spends a great deal of money on campaigns to encourage healthier living, partly in order to reduce the amount of money it needs to spend on expensive health care for diseases primarily caused by smoking, excessive drinking or obesity. This part of the syllabus also highlights some of the main similarities and differences in marketing overseas compared to your home country.
- Needs and wants of consumers are continually changing and organisations can no longer ignore social and ethical responsibilities. Indeed some companies who have taken an ethical stance, by for example refusing to use any products or ingredients that have been tested on animals, have found this has given them a competitive advantage.

Market Identification 15%

- Many organisations spend a great deal of money and time trying to meet the needs of their customers by providing them with the product / service they want, how, when and where they want it. There is a common misconception among people who have not studied marketing that in order to get the information they need to make informed decisions, organisations need to administer questionnaires and little else. This part of the syllabus gives a broad overview of the types of marketing intelligence that are available and evaluates their usefulness in making such decisions.
- You only have to consider a product such as a car to realise there are many reasons for purchase other than the obvious one of travelling conveniently from A to B. The days are long gone when Henry Ford said about cars 'You can have any colour you like as long as it's black'. Different makes and models will appeal to different groups of customers and market segmentation is about identifying and targeting groups who share the same characteristics and being able to satisfy their needs and wants better by this approach. You will need to make sure you understand the different ways in which markets can be segmented and to be able to apply this knowledge to a range of scenarios.

The Marketing Mix 30%

- This section can be regarded as the core of the marketing syllabus as it addresses issues that are largely within the control of an organisation i.e. product, price, place and promotion. Again you will need to keep in mind the fact that the needs and wants of the customer should be at the centre of the various decisions that need to be made in determining the most appropriate marketing mix. For example when deciding on the price of a product, a number of factors need to be taken into account as well as ensuring that all costs have been considered. You will need to be aware of how concepts such as the product life cycle can help in determining the marketing mix at various stages in the life of the product.
- Service industries have become increasingly important and the shift to the 7Ps with an emphasis on people, physical evidence and process management reflects this. You will be expected to be able to examine the importance of these elements and other issues involved in the marketing of services such as banking, health care and tourism where customers are not buying an actual physical product.
- You will need to be able to identify problems that organisations who market their product or service abroad may encounter and be able to suggest changes to their marketing mix to reflect the different environment in which they are operating.

Marketing Communications 15%

- The communication process model is the foundation of any relationship, business or personal. For effective communication to take place, the receiver of the message needs to have understood it in the way the sender intended. Once you have appreciated the many ways in which communication can break down, you will be in a better position to realise ways in which organisations can communicate successfully and build relationships with customers, suppliers and other important stakeholders. You will need to be aware that marketing communications is a broad area that involves more than merely communicating in order to sell a product or service and could for example be used to build a particular image, refute negative publicity or influence attitude.
- If you ask yourself questions like 'Why do I buy a particular product or service?' 'Who or what influences me to buy?' then this is the basis of understanding buyer behaviour, which is critical for any organisation. You will learn that by understanding the many factors influencing customer choice, organisations are better able to communicate with and influence their chosen markets.
- You will need to understand the various steps in planning a promotional campaign and in particular the enormous choice of possible promotional methods including those associated with the Internet and other forms of new technology. You will be expected to be able to suggest and justify a suitable promotional mix for a wide variety of situations.

Marketing Strategy and Planning 25%

- This part of the syllabus builds on what you have already studied and draws it into an overall plan. There are several concepts you will need to understand, but above all you should be clear as to their purpose and where and how they fit in the marketing planning process.
- In its simplest form any plan can be broken down into 'Where are we now?' 'Where do we want to be?' 'How will we get there?' and 'How will we know if we've been successful?' In terms of marketing planning, the audit, PESTLE, Porter's competitor analysis and SWOT help us to answer the first question. 'Where do we want to be?' is answered by setting marketing objectives that need to be Specific, Measurable, Achievable, Realistic and Timely. 'How will we get there?' is determined by strategies, initially broad product / market strategies (Ansoff), but then translated into strategies based around the 4Ps. Finally monitoring and controlling the plan will help in the assessment of the final question 'How will we know if we've been successful?'
- It is also important that you realise the financial implications of decisions made in the marketing plan and how these will affect the budget.

Excluded Topics:

- Questions are likely to be set in the examination in either section from any part of the syllabus. All aspects of the syllabus will be examined over time though naturally not all topics can be covered in a particular examination. In addition, to ensure that we test students' understanding effectively, the case study will mean that individual questions will be set that require knowledge of material contained across a number of different syllabus areas. A narrow focus on selected areas of the syllabus is ill advised.

Study Hours:

- It is recommended that students undertake approximately 200 hours of study for each module, including face-to-face tuition, self-study, examination preparation and reflection on work experiences.

Key Areas of the Syllabus:

- Marketing is an essential activity for all types of organisation. It is therefore highly desirable that staff employed by business organisations understand why marketing is important to organisations and appreciate how marketing goals are identified and achieved.
- Marketing is in the front line of an organisation's attitude to social responsibility. Society now expects organisations to ensure that their products are safe and to communicate any risks or problems clearly to the consumer. Organisations are expected to refrain from selling products in inappropriate ways to vulnerable groups. This means that marketers have to be creative and flexible, yet disciplined and ethical in everything they do.
- It is vital to realise that as well as knowledge of marketing terms and activities you will also need to understand a number of concepts, theories, frameworks and approaches and then be able to apply them in particular situations.

Assessment Approach:

- This module will be assessed by a closed book examination of 3 hours duration. Section A will comprise of 10 short questions, which will account for 25 marks, designed to test both breadth and depth of the syllabus. Section B will require candidates to answer 3 longer multi-part questions, from a choice of 5, which will account for 75 marks (3 x 25). The questions will be based on a pre-released case study, which will be circulated 6 weeks before the examination to enable students to research the case study.

Relevant Study Materials:

- Students will be expected to use the ICOSA 'Marketing' study text as their primary study text. For those seeking to broaden their knowledge of the subject area, supplementary study materials are recommended below:
- Principles of Marketing, Brassington & Pettitt, Prentice Hall 2003 (3rd Edition).
- Marketing Principles and Practice, Adcock et al, Prentice Hall 2001 (4th Edition).
- www.cim.co.uk - The Chartered Institute of Marketing. The 'resources' section gives access to checklists on a variety of marketing topics and case studies of 'superbrands' from across the world.
- www.marketingteacher.com - gives free online 'lessons' on a wide variety of marketing topics. At the end of each topic, there are short exercises with answers and a quiz with multiple choice questions and feedback.
- Business sections from quality newspapers and the marketing press e.g. Marketing Week & Marketing.