



COURSE OUTLINE

1. General specifications

Module Title: Marketing Management

Level: IADB

Credits 15

Overview of the module:

This module highlights the need for managers to view the role of marketing as critical to their organisation. The crucial role of marketing in contributing to the success of organisations will be emphasised.

2. Module Delivery

Contents

CLASS SUBJECT
1 Marketing and customer relationships in the 21 st century. Case study analysis.
2 Strategic marketing planning, implementation and control. Newspaper/Journal articles, reading and discussion.
3 Buyer behaviour in consumer markets. Class discussion, with real-life examples.
4 Buyer behaviour in business markets. Case study analysis.
5 Competitive advantage. Class discussion, with real-life examples.
6 Market segmentation. Class discussion in small groups.
7 Market targeting. Cases and class discussions.
8 Product management. Cases and class discussions.
9 Product planning and promotion. Cases and class discussions.



10 Design and management of services. Case study analysis.
11 Development of pricing strategies. Case study analysis.
12 Selecting and managing marketing channels and managing the sales force. Class discussion.

Indicative reading

Essential Textbook: Kotler, P, Keller, K (2005) Marketing Management 12th ed. FT Prentice Hall
ISBN-10: 0131457578
ISBN-13: 978-0131457577

3. Module Assessment

Module Learning Outcomes

On completion of this module the student should be able to:

Knowledge and understanding

1. Discuss and explain marketing management.

Intellectual Skills

1. Explain the building of strong brands and shaping market offerings.
2. Analyse the building of brands and the shaping of markets.

Practical Skills

1. Capture marketing insights and know how to connect with customers.
2. Deliver and communicate value.

Assessment Methods:

Number, Type and Weighting of Element

Assignment 100%

*Admission to the final assessment is subject to completion of all coursework assigned by Esei tutor for each module.