



COURSE OUTLINE

1. General specifications

Module Title: Principles of Marketing **Level:** IDB **Credits** 15

Overview of the module

The objective of this module is to give students an understanding of the basic principles of marketing in the modern business environment. Students will study the traditional theories and models of marketing and how these are applied to real-life marketing practices. Students will also look briefly at the link between marketing and sales.

2. Module Delivery

Contents

CLASS SUBJECT
1 What is marketing? <ul style="list-style-type: none">• Definition of Marketing: Marketing v Sales• A background history to marketing• Marketing organisational position in a modern business function: Marketing 's role in business strategy and planning Learning outcome: 1
2 Business and Marketing Orientations <ul style="list-style-type: none">• Marketing/Business Orientations• Product-Production – Sales• Marketing/Customer – Societal Learning Outcome: 1
3 The Marketing Environment <ul style="list-style-type: none">• Internal and External – Macro/Micro Marketing Environments• The Importance of Monitoring the external environment to a business Learning Outcome: 1
4 The Marketing Mixes <ul style="list-style-type: none">• The development of the 4P to 7P's marketing mix



<ul style="list-style-type: none">• The 4P + 3P mix: Why a 7P mix today? Learning Outcome: 2
5 The Product <ul style="list-style-type: none">• Define Product – Service – Not for Profit – 3rd Sector• Use of Marketing Mix as basis of marketing strategy and planning Learning Outcome: 3
6 The Service <ul style="list-style-type: none">• Growth of the service sector• The differences between marketing products and services Learning Outcome: 3
7 Promotion and Marketing Communications <ul style="list-style-type: none">• The move from Promotion to Marketing Communications• Promotion Mix v Marketing Communications mix• Marketing Communications v Media – Media Mix• Integrated and Co-ordinated Marketing Learning Outcome: 4
8 Marketing Communications Theories and Models <ul style="list-style-type: none">• Marketing Communication Planning Framework – MCPF: The Role of Marketing Communications: “D.R.I.P”• Marketing Communication Strategy: Push/Pull/Profile• Plan using SOSTAC/SOSTACE – DAGMA Learning Outcome: 4
9 Consumer and Business Buyer Behaviour <ul style="list-style-type: none">• Factors affecting buyer behaviour• The difference in behaviour between consumers and businesses• The decision-making process Learning Outcome: 2
10 The Sales Process <ul style="list-style-type: none">• The marketing to sales interface• Transactional v Relationship Selling• The Ten Stage Sales Process Learning Outcome: 5
11 Personal Selling Techniques <ul style="list-style-type: none">• Sales Call Planning• Handling Sales Objections• Closing the Sale• Post Sales Support Learning Outcome: 5



12 Self-Marketing

- Developing Confidence
- Answering the key questions?
- What are your USP's?

Learning Outcome: 5

Indicative reading

Essential Textbook:

Essential Textbook: Kotler, P. and Armstrong, G. (2006) Marketing: An Introduction 8th ed. Prentice Hall

ISBN-10: 0131865919

ISBN-13: 978-0131865914

Or

Kotler, P. and Armstrong, G. (2008) Marketing: An Introduction 9th ed. Prentice Hall

ISBN-10: 1408222000

ISBN-13: 978-1408222003

3. Module Assessment

Module Learning Outcomes

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

1. Understand key terms and concepts in marketing

- 1.1 Illustrate the role that marketing has to play in a business
- 1.2 Identify and analyse business foci and marketing orientations
- 1.3 Perform and analyse the result of a PESTLE analysis

2. Understand and apply the concepts associated with marketing mix

- 2.1 Identify and explain a number of marketing mixes
- 2.2 Relate the marketing mix to marketing planning

3. Understand the marketing of products and services

- 3.1 Differentiate between products and services
- 3.2 Explain how products and/or services can be marketed

4. Understand and apply marketing communication

- 4.1 Apply marketing communications to a range of scenarios
- 4.2 Apply a systematic approach to the development and assessment of marketing communications plan and strategy

5. Understand the relationship between sales and marketing



- 5.1 Explain the relationship between sales and marketing
- 5.2 Explain and apply sales techniques in a number of scenarios

Assessment Methods:

Number, Type and Weighting of Element

Examination 100%

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