

# Marketing Management

Short course; designed in the United Kingdom by  
The Institute for Professional and Executive Development - IPED



## Specification

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Course Title	Marketing Management
Category	Short (Executive) Course; Continuing Professional Development (CPD) course
Entry Requirement	None
Mode of Delivery	The course can be delivered: <ul style="list-style-type: none"> <li>○ through educational workshops, seminars or events</li> <li>○ using online or e-learning methods</li> </ul>
Language of delivery	English
Assessment and Certification	No formal assessment such as written examination is required. A learner is deemed to have successfully completed the course through active participation during the delivery of the course.
Total Learning Hours	Flexible. Can be completed in any amount of hours; dependent on learner's circumstances. It is however recommended that the total number of hours should not exceed 30, if actively delivered.
Grading System	None
Study manual	A comprehensive learning material is provided by IPED to support the delivery of this course.
Course Monitoring	The course will be regularly reviewed by the Academic Advisory Board (AAB) to ensure that it remains fit for purpose. The IPED Suggestion and Feedback System will be used to collect information from users of the course to make informed decision on quality improvement.



## Course contents

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### Fundamentals of Marketing Management>>

- 1.1 Marketing and marketing strategy defined.
- 1.2 Basic activities that occur under the umbrella title of marketing.
- 1.3 Types of buyers; stages in a buying decision process; criteria influencing buyers' purchasing decision.
- 1.4 Marketing process.
- 1.5 Marketing mix (4Ps, 7Ps).
- 1.6 Marketing management orientations.
- 1.7 Segmentation, targeting, positioning (STP).
- 1.8 Product life cycle.

### Digital/E-marketing>>

- 2.1 Introduction to digital marketing.
- 2.2 The internet and the development of digital marketing.
- 2.3 E-business and E-commerce.
- 2.4 Benefits of internet buying and selling.
- 2.5 Designing effective websites.
- 2.6 Online advertising and e-marketing techniques.
- 2.7 Challenges faced by businesses using digital marketing.

### Advertising and Promotion>>

- 3.1 Marketing communications (definition; objectives).
- 3.2 Communications theory; causes of communications breakdown; prevention of communications breakdown.
- 3.3 Advertising (definition; purpose; types). Importance of advertising strategy. Advertising strategy formulation considerations.
- 3.4 Direct marketing (definition; benefits; direct marketing techniques).
- 3.5 Promotion (definition; objectives; methods of promotion).
- 3.6 Selling (types of selling; skills that must be possessed by sales persons; impact of technology on selling).
- 3.7 Public relations (definition; importance; scope).

### Managing Customer Service>>

- 4.1 Customer types (internal and external customers). Customer care; customer service; customer relations.
- 4.2 Customer service facts influencing customer service management.
- 4.3 Factors contributing to the growing importance of customer care.
- 4.4 How to become better at customer service and customer relations.
- 4.5 Handling complaints effectively.
- 4.6 Examination of the relationships that exist between customer expectation and customer perception.

#### Products, Services and Branding>>

- 5.1 Products and services explained.
- 5.2 Different levels of products and services (i.e. core, actual, augmented).
- 5.3 Levels at which marketers make product and service decisions.
- 5.4 Service profit chain explained.
- 5.5 Marketing strategies for service firms.
- 5.6 Explanation of branding, brand equity, brand image and brand valuation.  
Benefits of branding.
- 5.7 How to develop strong brands.

#### Ethical Marketing>>

- 6.1 Explanation of consumerism, and how it helps to enforce marketing ethics.  
Marketing ethics explained.
- 6.2 Traditional seller's rights; traditional buyers' rights.
- 6.3 Explanation of environmentalism, and how it helps regulate marketing activities.
- 6.4 Enlightened marketing.

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