



MARKETING MANAGEMENT

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

Marketing Management

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

<p>4.0 Understand the product life cycle</p>	<p>4.1 Describe the various stages of the product life cycle 4.2 Discuss the relevance of the product life cycle to a marketing manager 4.3 Evaluate appropriate strategies for each stage of the product life cycle</p>
<p>5.0 Understand the marketing mix and its significance to marketing management</p>	<p>5.1 Give an account on Borden's original marketing mix 5.2 Analyse McCarthy's 4Ps of the marketing mix (Price, Place, Promotion, and Product) 5.3 Examine how the effective management of the 4Ps can contribute to the creation of superior marketing offering and customer value 5.4 Examine the extended marketing mix and evaluate how its management can contribute to the creation of customer value and superior market offering</p>
<p>6.0 Understand the marketing management orientations</p>	<p>6.1 Analyse the 5 alternative concepts under which organizations design and carry out their marketing strategies (production concept, product concept, sales concept, marketing concept, societal marketing concept)</p>
<p>7.0 Understand the importance of segmentation, targeting and positioning</p>	<p>7.1 Explain what is meant by segmentation and evaluate its advantages 7.2 Examine the conditions necessary for segmentation 7.3 Explain what is meant by positioning and examine its significance in marketing 7.4 Explain what is meant by targeting and analyse its importance in marketing</p>

<p>8.0 Understand the nature of E-marketing</p>	<p>8.1 Explain what is meant by digital marketing</p> <p>8.2 Examine the contribution of the internet to the development of digital marketing</p> <p>8.3 Differentiate between E Business and E commerce</p> <p>8.4 Examine the benefits of internet buying to the buyer</p> <p>8.5 Examine the benefits of internet selling to the seller</p> <p>8.6 Give an account on how to set up an effective online marketing presence</p> <p>8.7 Examine the various forms of online advertising (such as banner ads, interstitial ads, pop up ads, content sponsorship etc.)</p> <p>8.8 Examine the challenges faced by businesses and consumers in digital marketing</p>
<p>9.0 Understand the nature of business and marketing strategy</p>	<p>9.1 Explain what is meant by marketing strategy and evaluate its importance to the marketing department</p> <p>9.2 Explain what is meant by corporate strategy</p> <p>9.3 Evaluate the relationship between marketing strategy and corporate strategy</p> <p>9.4 Explain what is meant by forecasting and examine the factors that affect forecasts in an organization</p> <p>9.5 Explain what is meant by strategic positioning and differentiate between market driven strategy, resource based strategy and competitor influenced strategy</p> <p>9.6 Give an account on Ansoff's (product/market growth) matrix</p> <p>9.7 Evaluate how an organization can use knowledge of Ansoff's matrix to develop its marketing strategies</p> <p>9.8 Give an account on Michael Porter's generic strategies that may be adopted by an organization</p>

<p>10.0 Understand the importance of marketing research</p>	<p>10.1 Explain what is meant by a marketing information system 10.2 Examine why having accurate market information is vital to the operations of a company's marketing department 10.3 Explore the benefits of a marketing information system 10.4 Analyse the key considerations that must be made in developing a marketing information system for an organization 10.5 Explain what is meant by a market research 10.6 Analyse the benefits derived by a company in conducting a market research 10.7 Evaluate what market research does for an organization 10.8 Give an account on the market research process 10.9 Describe how information is presented in a marketing research report</p>
<p>11.0 Understand key issues in advertising, sales and promotion</p>	<p>11.1 Explain what is meant by advertising and advertising strategy 11.2 Examine the importance of an advertising strategy in marketing 11.3 Analyse the factors that should be considered when formulating advertising strategies 11.4 Examine the purpose of advertising and evaluate the main tasks advertising seeks to achieve 11.5 Analyse the key considerations that an organization must make before advertising 11.6 Examine the nature of primary, selective, product, and institutional advertising 11.7 Examine the various types of advertising media and evaluate their advantages and disadvantages 11.8 Analyse how the success of a company's advertising can be measured</p>

<p>12.0 Understand the relevance of public relations in marketing management</p> <p>13. Understand key issues in international marketing</p>	<p>11.9 Explain the meaning of sales promotion and evaluate its objectives</p> <p>11.10 Examine the advantages and disadvantages of the different sales promotions methods</p> <p>11.11 Analyse the key considerations that must be made by an organization before embarking on a sales promotion</p> <p>12.1 Explain the public relations function of an organization</p> <p>12.2 Examine why public relations is important in a marketing campaign</p> <p>12.3 Analyse the scope of public relations activity that may be undertaken by an organization</p> <p>13.1 Examine the factors that influence companies to market internationally</p> <p>13.2 Examine the various market entry strategies that can be used by a company trading internationally</p> <p>14.3 Analyse how macro environmental forces affect international trade</p> <p>14.4 Analyse the reasons for international marketing failures</p>
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Recommended learning resources

Indicative reading	<p>Groucutt et al 2004. Marketing; essential principles, new realities: London ISBN 0 7494 4114 3</p> <p>Kotler et al 2009. Marketing, An introduction: Pearson Education London ISBN 978-0-273-71395-1</p>
Learning Aid	<ul style="list-style-type: none">• A comprehensive IPED study material is available to aid in learning and research of this unit.• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.