



PRINCIPLES OF MARKETING

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

Principles of Marketing

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.

Learning outcome Learner will:	Assessment criteria Learner can:
<p>1.0 Understand the marketing activity in different contexts</p> <p>2.0 Understand the marketing concept</p> <p>3.0 Understand buyer behaviour and use this knowledge to manage marketing activities</p> <p>4.0 Understand how customers' perception of quality of a product or service relates to their expectation</p>	<p>1.1 Explain what is meant by marketing</p> <p>1.2 Examine how marketing occurs in different contexts (such as travel companies, the arts, publishers, internet providers, political parties, banks and financial companies etc.)</p> <p>1.3 Analyse the six basic activities that occur under the umbrella title of marketing (as suggested by Groucutt 2004)</p> <p>2.1 Explain what is meant by the marketing concept</p> <p>2.2 Give an account on the evolution of the marketing concept</p> <p>2.3 Examine the different schools of thought in the development of marketing thoughts</p> <p>3.1 Examine the different types of buyers and their individual characteristics (suspects, prospects, first time buyers, regular buyers and advocates)</p> <p>3.2 Analyse the stages in a buying decision process and evaluate the relevance of this process to a marketing manager</p> <p>3.3 Analyse the criteria that influence the purchasing decision of buyers</p> <p>4.1 Examine the relationship between customer expectation, customer perception and the quality of a product or service</p> <p>4.2 Examine situations where perceived quality of a product can be said to be poor and analyse the factors that may cause this</p>

<p>5.0 Understand the micro and macro environmental factors that influence marketing activities</p>	<p>4.3 Examine situations where perceived quality can be said to be acceptable and analyse the factors that may influence this</p> <p>4.4 Examine situations where perceived quality can be said to be good and analyse the activities that a marketing manager can undertake to maintain such standard</p> <p>5.1 Analyse the micro environment in which marketing activities occur</p> <p>5.2 Examine how the constituents of the micro environment affect marketing operations</p> <p>5.3 Analyse the macro environment in which marketing occurs</p> <p>5.4 Examine how the constituents of the macro environment affect marketing activities</p> <p>5.5 Give an account on strengths, weaknesses, opportunities and threat (SWOT) analysis and evaluate its applicability to marketing management</p>
<p>6.0 Understand the significance of marketing mix in marketing management</p>	<p>6.1 Give an account on Borden's original marketing mix</p> <p>6.2 Analyse McCarthy's 4Ps of the marketing mix (Price, Place, Promotion, and Product)</p> <p>6.3 Examine how the effective management of the 4Ps can contribute to the creation of superior marketing offering and customer value</p> <p>6.4 Examine the extended marketing mix and evaluate how its management can contribute to the creation of customer value and superior market offering</p>
<p>7.0 Understand the product life cycle</p>	<p>7.1 Explain what is meant by product life cycle</p>

<p>8.0 Understand the marketing management orientations</p> <p>9.0 Understand the nature and importance of segmentation, targeting and positioning</p>	<p>7.2 Explore the stages of the product life cycle and evaluate how each stage can be effectively managed</p> <p>7.3 Evaluate the significance of knowledge of product life cycle to a marketing manager</p> <p>8.1 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>9.1 Explain what is meant by segmentation and evaluate its advantages</p> <p>9.2 Examine the conditions necessary for segmentation</p> <p>9.3 Explain what is meant by positioning and examine its significance in marketing</p> <p>9.4 Explain what is meant by targeting and analyse its importance in marketing</p>
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Recommended learning resources

<p>Indicative reading</p>	<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> <p><u>Further reading</u> Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford ISBN: 978-0199579617</p> <p>David Jobber 2009; Principles and practice of marketing. McGraw Hill ISBN: 978-0077123307</p>
<p>Learning Aid</p>	<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.