

## **Module 1 – Marketing Essentials**

### **Module Characteristics**

The aim of this module is to provide a detailed explanation of the key theories and practice behind marketing as an exchange process and a business function, but also as a means of creating customer value in the short to medium term. This module introduces individuals to the importance of the marketing planning process and the role of marketing across the organisation. The module also aims to provide knowledge of the key marketing tools to support an innovative range of marketing activities. Students will be taught the nature and implications of the use of marketing tools as both independent tools and tools that are often integrated to maximise the impact of the marketing proposition.

On completion, students should be able to explain how to utilise all elements of the marketing mix and how they can be co-ordinated to create a value proposition that reflects the organisation's objectives.

### **Overarching learning outcomes**

By the end of this module, students should be able to

- ✓ Explain how marketing has evolved and the importance of market orientation in creating customer value
- ✓ Assess the importance of marketing, its cross-functional role and the contribution it makes to the organisation and society
- ✓ Identify and explain the stages in the marketing planning process
- ✓ Assess the key elements of the internal and external marketing environment that impact upon the organisation, its objectives and its activities
- ✓ Identify and describe the characteristics and applications of each element of the marketing mix (7Ps)

### **Section 1 – The nature and scope of marketing (weighting 25%)**

- 1.1 Explain the evolution of market orientation
- 1.2 Assess the contribution of marketing as a means of
- 1.3 Appreciate the different characteristics of a market-oriented approach to business
- 1.4 Identify and evaluate the factors that may make market orientation difficult to achieve within the organisation
- 1.5 Explain the cross-functional role of marketing and its importance to organisational performance
- 1.6 Evaluate the impact of marketing actions on consumers, society and the environment, and the need for marketers to act in an ethical and socially responsible manner
- 1.7 Explain the significance of buyer-seller relationships in marketing and comprehend the role of relationship marketing in facilitating the attraction and retention of customers

### **Section 2 – Planning within the marketing context (weighting 25%)**

- 2.1 Explain the importance of objectives, the processes for setting them and the influences upon them
- 2.2 Identify the different types of organisational objectives
- 2.3 Evaluate the importance of the marketing planning process to the market oriented organisation. Using a marketing plan as a means of
- 2.4 Explain the different stages of the marketing planning process
- 2.5 Explain the concept of the marketing audit as an appraisal of

### **Section 3 – The marketing mix (weighting 50%)**

- 3.1 Explain and illustrate the principles of product and planning
- 3.2 Explain the concept of the Product Life Cycle, (PLC) and its limitations as a tool for assessing the life of the product/services
- 3.3 Explain the importance of new products and services into the market
- 3.4 Explain the different stages of the process of New Product Development
- 3.5 Explain the importance of price as an element of the marketing mix
- 3.6 Identify and illustrate a range of different pricing approaches that are adopted by organisations as effective means of competition
- 3.7 Define the different channels of distribution, and the role they play in a coordinated marketing mix
- 3.8 Explain the factors that influence channel decisions and the selection of alternative distribution channels
- 3.9 Evaluate a range of marketing communications tools that comprise the marketing communications mix and consider their impact in different contexts
- 3.10 Evaluate the range of marketing communications media and consider their impact in different contexts
- 3.11 Explain the importance of a coordinated services marketing mix, its characteristics and implications for the marketing of service products
- 3.12 Explain the different methods used for measuring the success of marketing activities
- 3.13 Explain the process of product and service adoption explaining the characteristics of customers at each stage of adoption
- 3.14 Explain the concept of developing a coordinated approach to the marketing mix, as a means to satisfying customers' requirements and competing effectively

## **Module 2 – Assessing the Marketing Environment**

### **Module Characteristics**

The aim of this module is to provide an understanding of the nature and scope of the internal and external marketing environment with broad consideration of the impact of international and global marketing.

The module seeks to provide an overview of the significance of the marketing environment within the confines of the PESTEL model, but with consideration of issues including environmental and economic sustainability. The module addresses the key characteristics of the marketing environment and assesses the impact of market forces that are uncontrollable and how an organisation responds to them. At the same time, some consideration should be given in terms of how the factors within the micro and internal environment can be manipulated to the benefit of the organisation and its customers. On completion, students should be able to demonstrate a detailed understanding of the internal, micro and macro environment. This should include consideration of the key controllable and uncontrollable drivers of change, and the challenges posed to market oriented organisations in today's volatile and dynamic business and marketing environment.

### **Overarching learning outcomes**

By the end of this module students should be able to

- ✓ Explain the nature and scope of the internal marketing environment, including the resource perspective
- ✓ Distinguish between the types of organisation within the public, private and voluntary sectors and understand the different influences and challenges they face and how their objectives differ as a result

- ✓ Identify and explain the different characteristics of the micro environment and recognise the sources of information required to gain a good understanding of it together with its drivers and challenges
- ✓ Assess the importance of and potential impact on a market oriented organisation of key trends in political, economic, social, technological and legal/ethical/regulatory environment
- ✓ Consider the implications for organisations pursuing both economic and environmental sustainability as part of its agenda for CSR

### **Section 1 – The nature of the organisation (weighting 15%)**

- 1.1 Evaluate the different characteristics of the internal marketing environment, and consider the challenges facing the organisation in developing the customer value proposition including Explain the classification of public, private and voluntary sector organisations in terms of
- 1.3 Explain how organisational objectives differ across a range of different sectors and consider the influences upon setting these objectives and the challenges they represent
- 1.4 Assess the comparative strengths and weaknesses of small/medium and large/global organisations in the context of the marketing environment

### **Section 2 – The micro environment (weighting 30%)**

- 2.1 Evaluate the stakeholders that constitute the micro environment within which organisations operate and their importance to the marketing process
- 2.2 Evaluate the micro environmental factors that have a bearing on an organisation's ability to meet customer expectations and generate customer satisfaction
- 2.3 Explain the nature of the interactions between the organisation and its various stakeholders including shareholders, employees, customers, local communities, suppliers, channel members and competitors
- 2.4 Evaluate the different types and sources of information required to gain an in-depth understanding of the micro-environment
- 2.5 Examine the nature, scope and impact of competition policies on the organisation and its marketing environment
- 2.6 Explain the process for undertaking a detailed competitor analysis and how the analysis influences the marketing decision making process

### **Section 3 – The macro environment (weighting 40%)**

- 3.1 Explain the importance of the macro environment to the marketing process
- 3.2 Identify key sources of information useful in analysing the macro environment.
- 3.3 Explain the social, demographic and cultural environments and, in general terms, their influence on and implications for marketing including
- 3.4 Explain the economic environments within an international context and, in general terms, their influence on and implications for marketing, including consideration of
- 3.5 Explain the political and legislative environments and, in general terms, their influence on and implications for marketing
- 3.6 Explain the natural environment and, in general terms, its influence on and implications for marketing including
- 3.7 Assess the potential significance of environmental challenges to marketing in the future
- 3.8 Explain the evolution of the technical and information environments and consider its actual and potential impacts on organisations, employment, marketing and communications
- 3.9. Evaluate the impact of economic and environmental sustainability on an organisation's
- 3.10 Evaluate different methods for undertaking analysis of environmental trends
- 3.11 Review the emergence of social marketing as an increasing trend in establishing social values associated with CSR

#### **Section 4 – Undertaking a marketing audit (weighting 15%)**

- 4.1 Explain the process of undertaking the internal and external market environment audit
- 4.2 Describe the meaning and role of various analytical tools in the marketing auditing process

### **Module 3 – Marketing Information and Research**

#### **Module Characteristics**

This module focuses on the importance of marketing information in gaining a more in-depth understanding of both the market in which the organisation operates and the customers it seeks to serve. It aims to provide an understanding of how marketing information supports marketing decisions within the organisation and how information contributes to the overall marketing process. The module explores different research methodologies and encourages consideration of complementary approaches to collecting a range of market and customer information.

The module also considers the role of databases in information management, the nature and scope of the research industry, and of various research methodologies linked to the collection of primary and secondary data.

By the end of the module, students should be able to demonstrate a thorough knowledge and understanding in the ways of collecting and manipulating information to support and justify key marketing decisions.

#### **Overarching learning outcomes**

By the end of this module, students should be able to

- ✓ Identify appropriate information and marketing research requirements for marketing decision making
- ✓ Evaluate the importance of customer databases and their contribution to providing detailed market information to support marketing decisions
- ✓ Review the processes involved in establishing an effective database
- ✓ Explain the nature and scope of the research industry and discuss the importance of working in line with the industry's code of conduct
- ✓ Explain the process for selecting a marketing research supplier, in domestic and international markets, developing the criteria to support that selection
- ✓ Explain the process for collecting marketing and customer information, utilising appropriate primary and secondary sources
- ✓ Appraise the appropriateness of different qualitative and quantitative research methodologies to meet different research situations.

#### **Section 1 – The importance of marketing information (weighting 20%)**

- 1.1 Discuss the need for information in marketing management and its role in the overall marketing process
- 1.2 Evaluate the impact of information technology on the marketing function and discuss the challenges facing organisations in collecting valid, reliable and measurable information to support the decision making process
- 1.3 Explain the concept of a marketing decision support system and its role in supporting marketing decisions
- 1.4 Review the key elements and formats when reporting or presenting marketing information to decision makers

#### **Section 2 – The role of databases in information management (weighting 20%)**

- 2.1 Demonstrate an understanding of the role, application and benefits of customer databases in relation to customer relationship management (CRM)
- 2.2 Identify and explain the different stages in the process of setting up a database
- 2.3 Explain the principles of data warehousing, data marts and data mining

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2.4 Explain the relationship between database marketing and marketing research and explain the legal aspects of data collection and usage, including the Data Protection Legislation

### **Section 3 – The nature of marketing research (weighting 25%)**

3.1 Discuss the nature and structure of the market research industry

3.2 Explain the stages of the market research process

3.3 Evaluate a range of procedures and criteria used for selecting a market research supplier in domestic and international markets

3.4 Explain how best to liaise with the research agency on a day to day basis to leverage best levels of service, support and implementation and high quality information to support the business case development

3.5 Explain the stages involved in order to develop a full research proposal to fulfil the brief which support the information needs of different marketing projects

3.6 Evaluate the ethical and social responsibilities inherent in the market research task

### **Section 4 – Research methodologies (weighting 20%)**

4.1 Evaluate the uses, benefits and limitations of secondary data

4.2 Evaluate the various procedures used for observing behaviour

4.3 Identify and evaluate the various techniques for collecting qualitative data

4.4 Identify and evaluate the various techniques for collecting quantitative data

4.5 Identify and evaluate the various techniques for undertaking experimentation

### **Section 5 – Research tools (weighting 15%)**

5.1 Design a **basic** questionnaire and discussion guide to meet a project's research objectives

5.2 Explain and evaluate different **basic** sampling approaches designed to maximize the benefit of market research activities

## **Module 4 – Stakeholder Marketing**

### **Module Characteristics**

The focus of this module is to recognise the nature and scope of an organisation's diverse range of stakeholders (of which customers are part) and their relative importance to the marketing process and the market oriented organisation.

The module considers how to manage stakeholder relationships effectively, in terms of utilising a marketing mix that influences and satisfies stakeholder needs in line with the organisation's business and marketing objectives.

There is a particular emphasis on developing approaches to communicating effectively with stakeholders based upon their relative importance and interest in the organisation, coordinated for maximum influence and effect.

On completion, students should be able to demonstrate a thorough understanding of the importance and status of different stakeholder groups and the priorities for managing an effective marketing and communications mix to aid relationship development.

### **Overarching learning outcomes**

By the end of this module, students should be able to

- ✓ Assess the relative importance of organisational stakeholders on the marketing function, and the impact they have on the organisation's marketing activities
- ✓ Explain the importance of relationship marketing in the context of the organisation's stakeholders in achieving stakeholder interest, involvement, commitment and loyalty
- ✓ Explain how the marketing mix can be effectively co-ordinated to support internal and external stakeholder relationships
- ✓ Explain how to co-ordinate the communications mix to communicate effectively with the organisation's stakeholders in line with budget and time requirements

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- ✓ Evaluate key methods for measuring the success of marketing mix and communications activities.

### **Section 1 – The importance of stakeholders in the marketing process (weighting 15%)**

- 1.1 Assess the different categories of relationships that exist between organisations
  - 1.2 Assess the relative importance of the different stakeholder groups and consider the nature of stakeholder *relationships* and their influence and impact on the organisation
- Explain the nature of the interactions between the organisation and its different stakeholder groups
- 1.4 Explain the significance of the range of pressure groups as key stakeholders interested in the organisation and their potential impacts upon market oriented organisations
  - 1.5 Specify the role of marketing in managing these pressure groups effectively
  - 1.6 Evaluate the different options to developing a Relationship Management (RM) approach within a market oriented organisation

### **Section 2 – Stakeholder relationship marketing (weighting 20%)**

- 2.1 Explain the position and importance of key stakeholders in the market oriented organisation and establish relationship priorities for the organisation
- 2.2 Explain the concept of relationship marketing and its approach in developing customer retention, encouraging customer loyalty, stakeholder interest and engagement both internally and externally
- 2.3 Explain how relationship marketing is based on trust, commitment and cooperation and the importance of this concept not only to customers but the broader stakeholder audience
- 2.4 Explain how relationship marketing can contribute to both long-term and short-term customer retention

### **Section 3 – Utilising the marketing mix to support stakeholder relationships (weighting 25%)**

- 3.1 Explain how a coordinated marketing mix can be used to meet the needs of an organisation's broader stakeholder audience
- 3.2 Analyse the behaviour and opinions of the decision making units in order to design and co-ordinate a marketing mix that is responsive to stakeholders' needs and adds value to them
- 3.3 Explain the dependencies of people, place and process in supporting relationship marketing approaches
- 3.4 Explain the methods available for measuring the success of a coordinated marketing mix aimed at multiple stakeholders

### **Section 4 – Communicating with stakeholders (weighting 40%)**

- 4.1 Evaluate the extensive range of marketing communications mix tools and explain how they can be co-coordinated to contribute towards developing long-term sustainable stakeholder relationships
- 4.2 Identify and evaluate the range of tools available to support the communications relating to internal customer loyalty, ie, employee support, engagement and retention within the organisation
- 4.3 Explain the challenges in communicating with stakeholders in international markets
- 4.4 Identify and evaluate the continuously evolving impact of new technologies and their contribution to economic and environmental sustainability on stakeholder relationships
- 4.5 Explain approaches to managing budget resource for tactical communication activities
- 4.6 Explain the methods available for measuring the success of coordinated marketing communications activities