

MARK1005 – MARKETING CONCEPTS

MODULE CO-ORDINATOR: Ms Meg Dunn
MODULE MODERATOR: Ms Valerie Will

CREDIT: 15.0
ECTS POINTS: 7.5
SEMESTER: 2

SYLLABUS DETAILS:

The development of Marketing concepts and application 1950' to current day. The Marketing Orientation and its applications. Core concepts of Exchange and Value.

Approaches to defining and analysing Marketing based on core concepts. The Marketing Cycle as a descriptive framework for customers, organisations and Marketing management.

The key role of a Customer Focus in Marketing. Customer Values and behaviours. Customer/ market types and segments.

Nature of Marketing services. Typology of Marketing services and service quality.

Developing Marketing activities and management. Frameworks for classifying Marketing activities. The Marketing Mix and the Customer Values approaches. Relationship Marketing. Creativity and Marketing.

Marketing management at a Marketing function level and organisationally. Nature of Marketing management and key decisions.

Review of the spread of Marketing Orientated organisations. Marketing applied to Business to Business; Services; Not for Profit; and Social Marketing.

LEARNING OUTCOMES:

- Appreciate the different views as to the nature of marketing and be comfortable with a view of marketing that is relevant for organisations and the individual.
- Articulate the marketing orientation and be able to specify the core concepts underlying the management of marketing exchanges.
- Describe the central importance of customer focus in developing organisational strategies and activities.
- Outline the operations and activities of marketing functions and management.
- Specify the major management tasks in applying a marketing approach to organisational development.

TEXTBOOKS:

Recommended:

Jobber, D. (2007) "Principles & Practice of Marketing", 5th Edition, (McGraw Hill)
Blackboard materials

Useful:

Armstrong, G & Kotler, P (2005) "Marketing: An Introduction", 7th Edition, (Prentice Hall)

Blythe, J (2006) "Principles & Practice of Marketing", (Thomson)

Brassington, F. & Pettitt, S. (2005) "Principles of Marketing", (Pearson)

Jobber, D & Fahy, J (2006) "Foundations of Marketing", 2nd Edition, (McGraw Hill)

Kotler, P, Wong, V, Saunders, J & Armstrong, G (2005) "Principles of Marketing", 4th European Edition, (Pearson)

Journals & Periodicals:

Reference should be made throughout the module to the standard journals and periodicals relevant to marketing strategy and management, including: Journal of Marketing Management, European Journal of Marketing, Harvard Business Review, Services Marketing Journal, "Marketing", "Marketing Week"

ASSESSMENT:

- A 2-hour final examination at the end of the module, which will count as 50% of the final assessment
- A written assignment, which will count as 30% of the final assessment
- A presentation, which will count as 20% of the final assessment

Main Exam: May

Resit Exam: August

The course comprises:

- 24 hours of lectures
- 16 hours of tutorials
- 12 hours of project (group)
- 98 hours of self-study

