

# Unit: Marketing Principles

## Unit Description

This unit covers the determination of optimum marketing mix for a business through analysis of inter-related marketing components.

### Training Details

#### Audience

Participants undertaking training in this Unit will be seeking articulation to a Business Degree program or employment/promotion to a Manager, Supervisor or Team Leader within a business environment. Participants articulating to a Business degree program will be seeking to position themselves for established pathway entry and possible credits into the Degree program. Participants preparing to enter the work force may be expecting to - apply a broad range of management and leadership knowledge and skills, be responsible for leading and contributing to a work environment and be responsible for the management of small work teams. Participants who are already employed may be seeking to - enhance their promotional opportunities apply a broad range of management and leadership knowledge and skills, be responsible for leading and contributing to a work environment, improve problem solving skills, apply discretion and judgement about unpredictable/complex problems, take responsibility for the quality of workplace outcomes, responsibility for and organization of others and the achievement of Departmental, Section or Team outcomes.

#### Duration

Nominal Hours: 90

#### Prerequisites

Must meet the skill and knowledge requirements, as detailed in the training package, for entry into the Diploma of Business course.

Training Courseware	Instructional Methods
? Facilitators Guide	? Lecturette,
? Overhead Transparencies,	? Role Plays,
? Participants Workbooks,	? Individual Activities,
? Role Play and other Activities, and	? Small Group Activities, and
? Assessment Questionnaires.	? Group Feedback Sessions.

## Elements Of Competency And Performance Criteria

Subject/unit taken from	Element / Learning Outcome / s	Content
<b>BDC118 Marketing Principles</b>	Discuss the evolution of marketing management philosophies and explain the concept of marketing, analysing its importance in the contemporary world.	This Element / Learning Outcome will cover but is not restricted to the following: <ul style="list-style-type: none"> <li>? The concept of marketing               <ul style="list-style-type: none"> <li>- process</li> <li>- consumer needs and wants</li> <li>- product conception and development</li> <li>- services</li> <li>- transactions, exchanges</li> <li>- pricing, promotion, distribution</li> <li>- communication</li> <li>- target markets</li> <li>- decision making</li> <li>- influences</li> <li>- businesses, non-profit organisations</li> <li>- market research</li> <li>- target markets</li> </ul> </li> <li>? Marketing management philosophies               <ul style="list-style-type: none"> <li>- importance of marketing</li> <li>- production orientation</li> <li>- sales orientation</li> <li>- marketing orientation</li> <li>- social responsibility and human orientation</li> <li>- difference between marketing and selling</li> <li>- relationship marketing</li> </ul> </li> </ul>
	<b>Performance Criteria</b> <ul style="list-style-type: none"> <li>? Define marketing and explain how it relates to the needs, wants and demands of consumers.</li> <li>? Discuss the evolution of marketing management philosophies and their relevance in today's market.</li> <li>? Analyse and discuss the challenges for marketing in the new century.</li> </ul>	

Subject/unit taken from	Element / Learning Outcome / s	Content
		<ul style="list-style-type: none"> <li>- mass customisation</li> <li>- electronic commerce</li> <li>- societal marketing concept</li> <li>? Marketing challenges</li> <li>- service sector growth</li> <li>- non-profit marketing</li> <li>- globalisation</li> <li>- communication technology</li> <li>- ethical responsibility</li> <li>- rise of multinationals</li> </ul>
<b>BDC118 Marketing Principles</b>	<p>Analyse and discuss an organisation's micro (internal) and macro (external) environments.</p> <p><b>Performance Criteria</b></p> <ul style="list-style-type: none"> <li>? Identify and analyse the broad external factors that can influence an organisation's ability to market its products.</li> <li>? Identify and analyse the internal factors that affect an organisation's ability to market its products.</li> </ul>	<p>This Element / Learning Outcome will cover but is not restricted to the following</p> <p>Macro (external) environmental factors:</p> <ul style="list-style-type: none"> <li>- demographic</li> <li>- economic</li> <li>- technological</li> <li>- political</li> <li>? Micro (internal) environmental factors such as:</li> <li>- finance</li> <li>- marketing</li> <li>- accounting</li> <li>- research and development</li> <li>- manufacturing</li> <li>- technology</li> <li>- purchasing</li> <li>- senior management</li> <li>- communication</li> <li>- interrelationships between functional departments</li> <li>- staff</li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
<b>BDC118 Marketing Principles</b>	Analyse marketing information systems and identify their relationship with marketing research.	This Element / Learning Outcome will cover but is not restricted to the following  ? Marketing research: - exploratory research - descriptive research - casual research - defining problems - planning research design - selecting samples - collecting data - analysis of information  ? Marketing Information systems: - difference between MKIS and marketing research - assessing information needs - collecting and analysing information - data collection systems - decision support systems
	<b>Performance Criteria</b>  ? Define marketing research and discuss the marketing research process. ? Define and analyse the nature and importance of a marketing information system.	
<b>BDC118 Marketing Principles</b>	Identify and analyse the significance of consumer behaviour on consumer markets.	This Element / Learning Outcome will cover but is not restricted to the following  ? Factors influencing consumer behaviour - Psychological - perception - motives
	<b>Performance Criteria</b>  ? Identify and discuss factors that influence consumers' behaviour. ? Discuss the stages in consumer decision-making and buyer behaviour and its impact on consumer markets	

Subject/unit taken from	Element	Learning Outcome / s
	<p>? Analyse and describe organisational buyer behaviour.</p>	<ul style="list-style-type: none"> <li>- learning</li> <li>- beliefs and attitude</li> <li>- personality and self-concept</li> <li>- Cultural</li> <li>- Social</li> <li>- Environmental</li> <li>- Personal</li>   <li>? Types of consumer buying behaviour</li> <li>- routine response behaviour</li> <li>- limited decision-making</li> <li>- extensive decision-making</li> <li>- impulse buying</li>   <li>? Consumer decision making</li> <li>- problem recognition</li> <li>- alternative solutions and information</li> <li>- evaluation of alternatives</li> <li>- making purchase decisions</li> <li>- post purchase consumption and evaluation</li> <li>- situational influences on the decision making process</li>   <li>? Organisational buyer behaviour</li> <li>- straight rebuy</li> <li>- modified rebuy</li> <li>- new task buying</li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
<b>BDC118 Marketing Principles</b>	Identify the bases for market segmentation and apply this information in selecting target markets and developing positioning strategies for those markets.	<p>This Element / Learning Outcome will cover but is not restricted to the following</p> <ul style="list-style-type: none"> <li>? Market segmentation:               <ul style="list-style-type: none"> <li>- benefits</li> <li>- limitations</li> <li>- conditions of use</li> </ul> </li> <li>? Basis for segmenting the market               <ul style="list-style-type: none"> <li>- psychological</li> <li>- demographic</li> <li>- geographic</li> <li>- behavioural</li> <li>- socio-economic</li> <li>- consumption pattern</li> <li>- consumer predisposition</li> </ul> </li> <li>? Alternative market strategies               <ul style="list-style-type: none"> <li>- undifferentiated</li> <li>- differentiated/multiple market segmentation</li> <li>- concentrated.</li> <li>- complete segmentation</li> <li>- custom marketing</li> <li>- Target markets</li> <li>- directing a marketing plan</li> <li>- disaggregated markets</li> <li>- accessibility</li> <li>- measurement</li> <li>- cross-classification matrix</li> </ul> </li> </ul>
	<p><b>Performance Criteria</b></p> <ul style="list-style-type: none"> <li>? Explain the concept of market segmentation.</li> <li>? List and discuss the bases for segmenting the market.</li> <li>? Identify and analyse alternative market strategies.</li> <li>? Explain the process by which target markets are selected.</li> <li>? Develop positioning strategies for identified target markets.</li> </ul>	

Subject/unit taken from	Element	Learning Outcome / s
		<ul style="list-style-type: none"> <li>? Market positioning</li> <li>- position differentiation</li> <li>- services differentiation</li> <li>- personnel differentiation</li> <li>- image differentiation</li> </ul>
<b>BDC118 Marketing Principles</b>	Analyse and describe the elements of the marketing mix and how they constitute the core of an organisation's marketing system.	This Element / Learning Outcome will cover but is not restricted to the following <ul style="list-style-type: none"> <li>? Product</li> <li>- definitions</li> <li>- goods, services, ideas</li> <li>- classification</li> <li>- consumer products</li> <li>- industrial products</li> <li>- materials and parts</li> <li>- capital items</li> <li>- supplies and services</li> <li>- product life cycle</li> <li>- product mix</li> <li>- positioning</li> <li>- branding, design</li> <li>- packaging/labelling</li> <li>- new product development strategy and process</li> <li>- services marketing</li> <li>- goods marketing</li> <li>- warranties</li> </ul>
	<p><b>Performance Criteria</b></p> <ul style="list-style-type: none"> <li>? Analyse and describe in detail the variables known as the '4Ps' that constitute the marketing mix.</li> <li>? Product</li> <li>? Price</li> <li>? Promotion</li> <li>? Place (Distribution)</li> <li>? Examine the relationship between the elements of the marketing mix.</li> </ul>	

Subject/unit taken from	Element	Learning Outcome / s
		<ul style="list-style-type: none"> <li>? Pricing</li> <li>- competition</li> <li>- positioning</li> <li>- marketing effectiveness</li> <li>- demand curve</li> <li>- supply curve</li> <li>- pricing objectives, costs</li> <li>- new product pricing strategy</li> <li>- cost-based</li> <li>- value-based</li> <li>- competition-based</li> <li>- market skimming</li> <li>- market penetration</li> <li>- segmented pricing</li> <li>- break-even analysis</li> <li>- price adjustments</li> <li>- discounting</li> <li>pricing and the law</li>   <li>? Promotion</li> <li>- communication</li> <li>- advertising</li> <li>- public relations</li> <li>- publicity</li> <li>- sales</li> <li>- sales promotion</li> <li>- personal selling</li> <li>- direct marketing</li> <li>- relationship marketing</li> <li>- electronic interactive marketing</li> <li>- packaging</li> <li>- promotional campaigns</li> <li>- promotional budget</li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
		<ul style="list-style-type: none"> <li>? Place (distribution)</li> <li>- logistics and distribution management</li> <li>- distribution channels</li> <li>- channel behaviour and organisation</li> <li>- corporate systems</li> <li>- administered systems</li> <li>- contractual systems</li> <li>- distribution channel functions</li> <li>- channel design decisions</li> <li>- channel alternatives</li> <li>- political and legal forces in distribution management</li> <li>- exclusive dealing</li> <li>- exclusive territories</li> <li>- contracts</li> <li>- international distribution legalities</li> <li>- retail development</li> <li>- wholesaling</li> <li>- transportation</li> <li>- warehousing</li> <li>- inventory control</li> <li>- materials handling</li> <li>- orders processing</li> <li>- packaging</li> <li>- new technology</li> <li>- energy costs</li> <li>- inter-organisational co-operation</li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
<b>BDC118 Marketing Principles</b>	Describe and analyse appropriate planning, organising, controlling, implementation and evaluation strategies.	<p>This Element / Learning Outcome will cover but is not restricted to the following</p> <ul style="list-style-type: none"> <li>? Marketing management <ul style="list-style-type: none"> <li>- planning</li> <li>- implementation</li> <li>- evaluation</li> </ul> </li> <li>? Marketing planning <ul style="list-style-type: none"> <li>- operational planning</li> <li>- strategic planning</li> </ul> </li> <li>? Strategic marketing <ul style="list-style-type: none"> <li>- identifying opportunities</li> <li>- selecting target markets</li> <li>- marketing mix strategy</li> </ul> </li> </ul>
	<p><b>Performance Criteria</b></p> <ul style="list-style-type: none"> <li>? Discuss corporate strategy, business-level strategy and marketing functional-level strategy.</li> <li>? Discuss the relationship between marketing planning, implementation and evaluation.</li> <li>? Identify and describe the process by which the marketing strategy and plans are implemented into marketing action in order to meet strategic objectives.</li> <li>? Analyse and discuss the control and evaluation mechanism and identify corrective action that may be needed.</li> </ul>	
<b>BDC118 Marketing Principles</b>	Analyse and discuss social and ethical issues and examine legislation and regulatory codes in relation to marketing.	<p>This Element / Learning Outcome will cover but is not restricted to the following</p> <ul style="list-style-type: none"> <li>? Corporate social responsibility <ul style="list-style-type: none"> <li>- the corporate versus the individual</li> <li>- individual responsibility</li> </ul> </li> </ul>
	<p><b>Performance Criteria</b></p> <ul style="list-style-type: none"> <li>? Identify and discuss the importance of social and ethical issues in marketing.</li> </ul>	

Subject/unit taken from	Element	Learning Outcome / s
	<ul style="list-style-type: none"> <li>? Discuss company codes, corporate social responsibility and ethical behaviour</li> <li>? Identify and examine legislation and regulatory codes affecting marketing strategies</li> <li>? Consideration of differences in various foreign markets</li> </ul>	<ul style="list-style-type: none"> <li>- corporate responsibility</li> <li>- stakeholder analysis</li> <li>- normative ethics</li> <li>- virtue ethics</li>   <li>? Ethical analysis framework <ul style="list-style-type: none"> <li>⌘ ethical issues arising from marketing</li> </ul> </li> <li>- product management and liability</li> <li>- pricing</li> <li>- distribution</li> <li>- selling and sales management</li> <li>- advertising</li> <li>- market research</li> <li>- international marketing</li> <li>- marketing management <ul style="list-style-type: none"> <li>⌘ company codes</li> </ul> </li>   <li>? Legislation <ul style="list-style-type: none"> <li>- Trade Practices Act</li> <li>- Sales of Goods</li> <li>- Trademarks</li> <li>- Copyright</li> </ul> </li>   <li>? Regulatory Codes <ul style="list-style-type: none"> <li>- Codes of practice</li> <li>- Privacy provisions</li> </ul> </li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
<b>BDC118 Marketing Principles</b>	Identify the characteristics and importance of services marketing and analyse marketing strategies and procedures for ensuring service quality.	<p>This Element/Learning Outcome will cover but is not restricted to the following</p> <ul style="list-style-type: none"> <li>? Services marketing               <ul style="list-style-type: none"> <li>- definitions</li> <li>- historic trends</li> <li>- current trends</li> <li>- growth</li> <li>- classification</li> <li>- profit</li> <li>- non-profit</li> </ul> </li>   <li>? Distinctive aspects of services marketing               <ul style="list-style-type: none"> <li>- intangibility</li> <li>- inseparability</li> <li>- variability</li> <li>- perishability</li> </ul> </li>   <li>? Services marketing strategies               <ul style="list-style-type: none"> <li>- marketing mix</li> <li>- environment</li> <li>- service setting</li> <li>- service processes</li> <li>- capacity and demand</li> <li>- communication</li> <li>- consumer information use</li> </ul> </li> </ul>
	<p><b>Performance Criteria</b></p> <ul style="list-style-type: none"> <li>? Define services marketing in relation to goods (products) marketing.</li> <li>? Identify and describe the distinctive aspects of services marketing.</li> <li>? Evaluate issues and develop strategies for managing the four distinctive aspects of services.</li> <li>? Identify and examine strategies for growing the service business.</li> <li>? Describe the roles of the people involved in the service offering and develop people management strategies and procedures aimed at ensuring service quality.</li> </ul>	

Subject/unit taken from	Element	Learning Outcome / s
		<ul style="list-style-type: none"> <li>? Service growth strategies</li> <li>- multi-site</li> <li>- multi-service</li> <li>- multi-segment</li> <li>- consumer/service provider interaction</li> <li>- international service marketing</li> <li>  ? Roles in service offering</li> <li>- customers</li> <li>- boundary spanning</li> <li>- managers</li> <li>- support staff</li>   <li>  ? People management</li> <li>- recruitment</li> <li>- empowerment</li> <li>- communication</li>   <li>  ? Quality service standards</li> <li>- realistic</li> <li>- observable</li> <li>- clear and concise</li> <li>- measurable</li>   <li>  ? Procedures aimed at quality service</li> <li>- handling customer complaints</li> <li>- customer feedback</li> <li>- service guarantees</li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
<b>BDC118 Marketing Principles</b>	Analyse and discuss the nature and scope of global marketing activities	
	<p><b>Performance Criteria</b></p> <ul style="list-style-type: none"> <li>? Examine the importance of global marketing</li> <li>? Appraise the international marketing environment and consider <ul style="list-style-type: none"> <li>- Selection of markets to enter</li> <li>- Consideration of differences in various foreign markets</li> <li>- Foreign market entry strategies</li> <li>- Planning the international marketing program</li> </ul> </li> <li>? Identify and examine organisations which assist global marketing</li> <li>? Analyse and discuss The Asia Pacific Rim’s role in the context of specific markets</li> </ul>	<p>This Element/Learning Outcome will cover but is not restricted to the following</p> <ul style="list-style-type: none"> <li>? Forces responsible for globalisation</li> <li>? Multinationals</li> <li>? Foreign market entry strategies <ul style="list-style-type: none"> <li>- Exporting</li> <li>- Licensing</li> <li>- Joint venture/direct ownership</li> </ul> </li> <li>? Selection of markets to enter <ul style="list-style-type: none"> <li>- Stage of economic development</li> <li>- Political risk</li> <li>- Consumer needs and purchasing power</li> <li>- Cultural differences</li> <li>- Investment incentives</li> <li>- Business restriction</li> <li>- Legal restriction</li> <li>- Currency restrictions</li> <li>- Use of barter and counter trade arrangements</li> </ul> </li> <li>? Distributing/Pricing <ul style="list-style-type: none"> <li>- Transporting charges</li> <li>- Advertising costs</li> <li>- Markups</li> <li>- Currency exchange rates</li> <li>- Tariffs and taxes</li> </ul> </li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
		<ul style="list-style-type: none"> <li>? Product modifications</li> <li>? Advertising</li> <li>? Organisations assisting global marketing               <ul style="list-style-type: none"> <li>- Austrade</li> <li>- Government and/or private organisations</li> </ul> </li> <li>? The Asia Pacific Rim 's marketing opportunities               <ul style="list-style-type: none"> <li>- Pacific Basin, EC, Indian basin, Atlantic basin</li> </ul> </li> </ul>
<b>BSBMKG502A</b>	<p>Evaluate The Significance Of Each Component Of The Marketing Mix And Their Intα-Relationships</p> <ul style="list-style-type: none"> <li>? Key characteristics of products/services are identified and their significance to the market estimated</li> <li>? Pricing policy is reviewed and pricing variables analysed to determine their effect on demand</li> <li>? Promotional method/s are analysed to determine their importance to marketing outcomes</li> <li>? Channel/s of distribution are reviewed and their significance to marketing outcomes estimated</li> <li>? The level of customer service provision is identified and analysed to determine its significance to marketing outcomes</li> </ul>	<p>This Element/Learning Outcome will cover but is not restricted to the following:</p> <ul style="list-style-type: none"> <li>? Definitions.</li> <li>? Product characteristics.</li> <li>? Service characteristics.</li> <li>? Examples.</li> <li>? The nature of price.</li> <li>? Setting or changing prices.</li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
	<ul style="list-style-type: none"> <li>? Potential customer base and key pressure points for success are identified</li> <li>? The effect of the components of the marketing mix on each other is analysed, and their relative importance to the customer base established</li> </ul>	<ul style="list-style-type: none"> <li>? Single product and / or product lines.</li> <li>? Discounts.</li> <li>? Other special offers.</li> <li>? Legal, ethical and cultural aspects of pricing.</li> <li>? Global issues.</li> <li>? Market skimming and penetration.</li> <li>? Cost-oriented pricing, Demand oriented pricing, Competition oriented pricing, Differential pricing.</li> <li>? Pricing constraints.</li> <li>? The communication process.</li> <li>? Promotion elements.</li> <li>? Advertising.</li> <li>? Publicity and public relations.</li> <li>? Product information complexity.</li> <li>? Product life cycle.</li> <li>? Promotional strategy and marketing channel.</li> <li>? Distribution channels.</li> <li>? Intermediaries.</li> <li>? Transportation modes, Transportation market structures, Transportation cost structures, Transportation Pricing</li> <li>? Model and carrier selection.</li> <li>? Products vs. services</li> </ul>

Subject/unit taken from	Element / Learning Outcome / s	Content
		<ul style="list-style-type: none"> <li>? Equipment based service, P eople based service.</li> <li>? Service response activities.</li> <li>? Products</li> <li>? Price</li> <li>? Promotion</li> <li>? Place</li> <li>? Personal Selling</li> </ul>
<b>BSBMKG502A</b>	<p>Determine The Marketing Mix For Specific Markets</p> <hr/> <ul style="list-style-type: none"> <li>? Environmental factors are identified and assessed for their impact on the marketing mix</li> <li>? Consum er priorities that affect the marketing mix are identified</li> <li>? Product, pricing, promotional, distribution and service variations are considered and evaluated against marketing objectives and target market characteristics</li> </ul>	<p>This Element/Learning Outcome will cover but is not restricted to the following:</p> <ul style="list-style-type: none"> <li>? Environments: Internal, External, Task, Competitive, Public, Macro, Economic, Cultural, Demographic, Ecological, Technological, Political.</li> <li>? Products, Price, Promotion, Place</li> </ul>

Subject/unit taken from	Element	Learning Outcome / s
BSBMKG502A	<p>Monitor And Adjust Marketing Mix</p> <ul style="list-style-type: none"> <li>? The marketing mix is monitored against marketing performance and components isolated for testing</li> <li>? The implications of altering one or more components of the marketing mix are evaluated in relation to market factors and consumer response</li> <li>? Components of the marketing mix are adjusted in the light of test results and the evaluation of market response</li> <li>? The adjusted marketing mix meets budgetary requirements</li> <li>? The adjusted marketing mix continues to meet organisational, strategic and operational marketing objectives</li> </ul>	<p>This Element/Learning Outcome will cover but is not restricted to the following:</p> <ul style="list-style-type: none"> <li>? Information sources.</li> <li>? Trend analysis.</li> <li>? Generating ideas.</li> <li>? Creativity.</li> <li>? Leadership skills.</li> <li>? Communication skills.</li> <li>? Facilitating meetings.</li> <li>? Information gathering techniques.</li> <li>? Complaints management.</li> <li>? The origins of marketing research.</li> <li>? The aims and scope of marketing research.</li> <li>? Competitor's products advertising</li> <li>? Research methods, Pricing research and analysis, Promotion al research.</li> <li>? Distribution analysis. Business economics</li> <li>? Primary data collection.</li> <li>? Survey types, panels and discussions.</li> <li>? Reporting.</li> <li>? Limitations of marketing research.</li> </ul>

## Assessment

Learning Outcome	Assessment Code
<b><i>Discuss the evolution of marketing management philosophies and explain the concept of marketing, analysing its importance in the contemporary world</i></b>	
<ul style="list-style-type: none"> <li>? Define marketing and explain how it relates to the needs, wants and demands of consumers</li> <li>? Discuss the evolution of marketing management philosophies and their relevance in today's market</li> <li>? Analyse and discuss the challenges for marketing in the new century</li> </ul>	<b>A or B &amp;C</b>
<b><i>Analyse and discuss an organisation's micro and macro environments</i></b>	
<ul style="list-style-type: none"> <li>? Identify and analyse the broad external factors that can influence an organisation's ability to market its products</li> <li>? Identify and analyse the internal factors that affect an organisation's ability to market its products</li> </ul>	<b>A or B &amp;C</b>
<b><i>Analyse marketing information systems and identify their relationship with marketing research</i></b>	
<ul style="list-style-type: none"> <li>? Define marketing research and discuss the marketing research process</li> <li>? Define and analyse the nature and importance of a marketing information system</li> </ul>	<b>A or B &amp;C</b>
<b><i>Identify and analyse the significance of consumer behaviour on consumer markets</i></b>	
<ul style="list-style-type: none"> <li>? Identify and discuss factors that influence consumers' behaviour</li> <li>? Discuss the stages in consumer decision-making and buyer behaviour and its impact on consumer markets</li> <li>? Analyse and describe organisational buyer behaviour</li> </ul>	<b>A or B &amp;C</b>
<b><i>Identify the bases for market segmentation and apply this information in selecting target markets and developing positioning strategies for those markets</i></b>	
<ul style="list-style-type: none"> <li>? Explain the concept of market segmentation</li> <li>? List and discuss the bases for segmenting the market</li> <li>? Identify and analyse alternative market strategies</li> <li>? Explain the process by which target markets are selected</li> <li>? Develop positioning strategies for identified target markets</li> </ul>	<b>A or B &amp;C</b>

Learning Outcome	Assessment Code
<i>Analyse and describe the elements of the marketing mix and how they constitute the core of an organisation's marketing system</i>	
<ul style="list-style-type: none"> <li>? Analyse and describe in detail the variables known as the '4Ps' that constitute the marketing mix.</li> <li>? Product</li> <li>? Price</li> <li>? Promotion</li> <li>? Place (Distribution)</li> <li>? Examine the relationship between the elements of the marketing mix.</li> </ul>	<b>A or B &amp;C</b>
<i>Describe and analyse appropriate planning, organising, controlling, implementation and evaluation strategies</i>	
<ul style="list-style-type: none"> <li>? Discuss corporate strategy, business-level strategy and marketing functional-level strategy.</li> <li>? Discuss the relationship between marketing planning, implementation and evaluation.</li> <li>? Identify and describe the process by which the marketing strategy and plans are implemented into marketing action in order to meet strategic objectives.</li> <li>? Analyse and discuss the control and evaluation mechanism and identify corrective action that may be needed.</li> </ul>	<b>A or B &amp;C</b>
<i>Analyse and discuss social and ethical issues and examine legislation and regulatory codes in relation to marketing</i>	
<ul style="list-style-type: none"> <li>? Identify and discuss the importance of social and ethical issues in marketing.</li> <li>? Discuss company codes, corporate social responsibility and ethical behaviour</li> <li>? Identify and examine legislation and regulatory codes affecting marketing strategies</li> </ul>	<b>A or B &amp;C</b>
<i>Analyse and discuss the nature and scope of global marketing activities</i>	
<ul style="list-style-type: none"> <li>? Examine the importance of global marketing</li> <li>? Appraise the international marketing environment and consider <ul style="list-style-type: none"> <li>- Selection of markets to enter</li> <li>- Consideration of differences in various foreign markets</li> <li>- Foreign market entry strategies</li> <li>- Planning the international marketing program</li> </ul> </li> </ul>	<b>A or B &amp;C</b>

Learning Outcome	Assessment Code
<p>? Identify and examine organisations which assist global marketing</p> <p>Analyse and discuss The Asia Pacific Rim's role in the context of specific markets</p>	
<p><b><i>Identify the characteristics and importance of services marketing and analyse marketing strategies and procedures for ensuring service quality</i></b></p>	
<p>? Define services marketing in relation to goods (products) marketing.</p> <p>? Identify and describe the distinctive aspects of services marketing.</p> <p>? Evaluate issues and develop strategies for managing the four distinctive aspects of services.</p> <p>? Identify and examine strategies for growing the service business.</p> <p>? Describe the roles of the people involved in the service offering and develop people management strategies and procedures aimed at ensuring service quality</p>	<p><b>A or B &amp; C</b></p>
<p><b><i>Evaluate The Significance Of Each Component Of The Marketing Mix And Their Inter-Relationships</i></b></p>	
<p>? List the key characteristics of products and services.</p> <p>? Discuss the affects of pricing policy on sales.</p> <p>? Discuss, in det ail, the concepts of; loss leader, penetration and differential pricing.</p> <p>? Determine the different promotional methods available to the organisation and evaluate the effectiveness of each.</p> <p>? Demonstrate a thorough understanding of distribution channels and their importance in achieving marketing objectives,</p>	<p><b>A or B &amp; C</b></p>

Learning Outcome	Assessment Code
<p>? Discuss the concept of customer service as a product requiring objectives, strategies and measurable management criteria,</p> <p>? Demonstrate how the different components of the marketing mix are inter-related.</p> <p><b><i>Determine The Marketing Mix For Specific Markets</i></b></p>	<p><b>A or B &amp; C</b></p>
<p>? Carry out an environmental scan and assess how the results may affect the business.</p> <p>? Review the balance of product mix, volumes and pricing to optimise sales and profit.</p> <p>? Consider customer needs and preferences in determine the marketing mix.</p> <p>? Determine the marketing mix by evaluating and considering:</p> <ul style="list-style-type: none"> <li>- The costs and benefits of using different distribution channels,</li> <li>- Providing different levels of customer service,</li> <li>- Satisfying marketing and business needs, and</li> <li>- Addressing customer requirements.</li> </ul>	<p><b>A or B &amp; C</b></p>
<p><b><i>Monitor and Adjust Marketing</i></b></p>	
<p>? Monitor progress against performance targets, analyse performance gaps and take corrective action</p> <p>? Analyse over performance against targets for trends and set new targets</p> <p>? Encourage staff to propose ways to improve marketing performance</p> <p>? Obtain customer reaction to all aspects of the marketing mix to improve targeting and outcomes</p> <p>? Conduct ongoing research of customer and business requirements to identify opportunities for change and improvement and their timing</p> <p>? Analyse changes in market phenomena for new business opportunities</p>	<p><b>A or B &amp; C</b></p>

### **Reference Books:**

Kotler, P & Adam, S (2003) *Principles of Marketing 2nd edition*,. Prentice Hall/Pearson Education, Australia.

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Reed, S. (2002) *Strategic Marketing Planning (3 rd Edition)* ISBN: 0170107841 Thomson

Kotler, P. (1996) *Marketing Management: Analysis, Planning, Implementation and Control*, 9th edition, Prentice Hall

McDonald, M.B. (1995) *Marketing Plans: How to prepare them, How to use them*, Heinemann London

Stanton, W., Miller, K. & Layton, R. (1994) *Fundamentals of Marketing*, 3rd edition, McGraw Hill