



Undergraduate programmes

Syllabus

Marketing 1

Module Code: MAR101
Credits: 20
IMM GSM: Year Level: 1
NQF Level: 5
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

To understand the philosophy of marketing.
 To apply the basic concepts of marketing.
 Understand the principles of target markets, segmentation and positioning.
 To evaluate the marketing environment.
 To develop fundamental marketing strategies and marketing plans.
 To develop a marketing mix using the 4Ps.

Description of Units

Unit	Description	Module Learning Outcomes
1	Basic concepts and marketing planning	Define marketing and explain how the 'marketing concept' should guide organisations. Understand the notion of 'customer value' and why it is important in achieving customer satisfaction. Identify the management functions of marketing. Explain the marketing manager's role of planning, coordination and integration. Discuss the concept of strategic marketing planning. Understand the difference between micro and macro marketing. Explain how social responsibility and ethics relate to the marketing concept.
2	Finding target market opportunities with market segmentation	Explain generic markets and product markets. Understand target market segmentation and how to segment product markets into submarkets. Explain the various market segmentation variables and apply the seven-step approach to segmenting a market. Understand the role of the South African Research Foundation (SAARF) and LSM's as a method of market segmentation. Identify and discuss the three different approaches to market oriented strategic planning.
3	The importance of understanding external environments and the use of marketing research	Explain how organisational objectives can affect its search for opportunities. Understand the uncontrollable variables that impact the marketer's job. Understand the meaning of 'competitive advantage'. Explain how the various external environments within which the business operates can affect the strategic planning process. Discuss business strategy planning and understand how to screen and evaluate marketing opportunities. Explain marketing information systems and understand how to implement them for maximum effectiveness. Understand the scientific approach to marketing research and describe the various methods of collecting primary and secondary data
4	A closer look at customers	Explain how population and income trends in local and global markets affect the job of the marketer. Explain the relationship between consumer spending patterns and the stages of the family life cycle and other demographic dimensions. Understand and explain the consumer buying decision making process. Understand business-to-business customers and buyers. Explain the purchasing behaviour and the basic e-commerce methods usually employed in business-to-business marketing.
5	Developing a marketing mix using the 4Ps of marketing	Understand and apply the concept of the marketing mix and the 4Ps. Explain the principles of coordination and the required integration of the marketing mix elements. Understand the definition of a product, product classifications and product mixes.
6	Product planning and product management	Understand and apply the theory of product life cycles and how they affect the planning of a marketing strategy. Explain the new product development process and the definition of a 'new'

		product. Explain key differences between goods and services.
7	Distribution / Place	Discuss the role of 'place' (distribution) in the marketing mix. Understand the principles of distribution in the context of southern Africa. Describe the logistics and operations of a distribution centre. Explain the elements of wholesaling and retailing. Discuss the major retailing strategies. List the various functions that can be performed by wholesalers.
8	Promotion and communication	Explain the importance of setting promotional objectives. Discuss the process of communication, and how it affects promotional planning in the marketing mix. Explain the differences between 'push' and 'pull' communication strategies. Discuss the components and role of sales in marketing and describe the role of the sales manager in an organisation. Explain the nature and importance of personal selling. Understand the three basic selling tasks: order getting, order taking and sales support. Understand the concept of communication through advertising and explain the various types of advertising and their objectives. Understand the differences between advertising on the internet and advertising in other forms of media.
9	Price	Explain the role of pricing in the marketing mix. Explain pricing objectives, the various pricing strategies and their impact on pricing decisions. Identify the various components of a 'price' and understand the methodology of costing and pricing. Explain the concept of break-even analysis in evaluating a range of possible prices.
10	Marketing's link with other functional areas and marketing ethics	Understand how implementing a successful marketing plan can lead to a profitable business. Understand where and how to allocate resources and people and explain how location and production costs can impact the marketing strategy. Understand how financial demands can affect marketing strategy decisions. Explain how organisations can implement and expand on the marketing plan. Understand why marketing strategies needs to be evaluated on both micro and macro levels. Describe some of the challenges facing marketers in adhering to ethical marketing practices. Understand the need for good corporate governance and the role of the King Commission.
11	Marketing Plans – content and dynamics	Define and understand the differences between strategies, plans and programmes. Explain the components of a marketing strategy. List the contents of a marketing plan and describe the marketing planning process. Discuss ways in which an organisation can implement a 'global' marketing strategy. Understand the Total Quality Management approach (TQM). Define the Marketing Audit and its role in the marketing planning process.