



Undergraduate programmes

Syllabus

Marketing 3

Module Code: MAR303
Credits: 20
IMM GSM: Year Level: 3
NQF Level: 7
Nature: Core
Status: Undergraduate

Module Specific Outcomes

Analyse a case study using appropriate analytical models and procedures.
Identify, define and rank the marketing problems contained in the case study.
Formulate an implementable marketing plan to address the case problems in an appropriate manner.

Description of Units

Unit	Description	Module Learning Outcomes
1	Case study analysis	Fully describe the marketing planning process. Conduct a situation analysis, a marketing audit and an in-depth SWOT and PESTLE analysis using the material found in the case study.
2	Preparing a marketing plan	Define and formulate an organisational mission statement. Identify primary and secondary problems. Set goals and objectives. Select a target market positioning strategy consistent with the marketing problem identified in the case study. Utilising the components of the marketing mix, formulate an integrated marketing strategy and detailed plans to address the marketing problem identified in the case study.