



**Undergraduate programmes**

**Syllabus**

## Marketing 2

**Module Code: MAR202**  
**Credits: 20**  
**IMM GSM: Year Level: 2**  
**NQF Level: 6**  
**Nature: Core**  
**Status: Undergraduate**

### Module Specific Outcome/s

Understand and explain the strategic marketing process.  
 Analyse environmental, organisational and industry factors, utilising appropriate models and frameworks.  
 Discuss and apply the various strategies available for the marketing mix elements of product, pricing, communication and distributions.  
 Discuss the strategies that can be employed at differing stages of the product life cycle.  
 Design and implement a marketing planning system.

### Description of Units

Unit	Description	Module Learning Outcomes
1	Introduction to strategic marketing	Explain the reasons why strategic marketing is becoming increasingly important. Explain the different levels of strategy. Describe the functioning of a strategic business unit (SBU). Distinguish between strategic marketing and marketing management. Provide an overview of the strategic marketing process.
2	Strategic analysis	Describe the characteristics and different dimensions of the macro environment using the PESTLE approach and explain the effect each dimension may have on marketing strategies. Explain the process of forecasting environmental trends and understand the response strategies that may be employed. Detail the competitive structure and dynamics of an industry by utilising Porter's Five Forces model. Discuss the various components of a market analysis. Understand and explain the different models that can be used in portfolio analysis. Detail and explain the interrelationship between the concepts of customer management, customer relationship management (CRM) and relationship marketing. Describe customer value and explain how marketers can increase the value of a customer. Explain the role of customer needs, marketing research, listening posts and technology in the process of customer knowledge management. Explain the major processes involved in customer portfolio management. Describe the phases involved in achieving ultimate customer satisfaction. Understand and conduct the process of performing an in-depth competitor analysis, explaining how competitive information can be collected and which data sources can be used. Explain how the competitive positions of each competitor will influence their response strategies. Explain the framework for conducting an internal analysis, be able to identify the strategic internal factors and assess the performance of the organisation in terms of these strategic internal factors. Describe the need for and the components of a good mission statement. Discuss the use of financial and human capital resources. Describe the role of the marketing function as a resource.

3	Market strategies	<p>Describe each component of a market strategy.          Explain the characteristics of a sustainable competitive advantage (SCA).          Evaluate the most meaningful competitive advantages available to an organisation and identify the areas where a competitive advantage can be realised.          Define, explain and evaluate the following competitive strategies available to an organisation:</p> <ul style="list-style-type: none"> <li>• differentiation strategy</li> <li>• low cost strategy (and cost drivers)</li> <li>• focus</li> <li>• follower and first mover strategies</li> </ul> <p>Explain the different forms of 'synergy'.          Explain and apply the concept of product life cycles and identify the drivers of product evolution.          Explain time-based competition and the need for product innovation.          Identify and discuss alternative strategies for new market entrants.          Identify and explain the different strategies that can be considered in the growth (Ansoff matrix) and decline stages.          Explain and describe the strategies available for building successful stakeholder relationships including:</p> <ul style="list-style-type: none"> <li>• customer bonding and mass customisation as two aspects of customer relationship management (CRM)</li> <li>• internal marketing as a way of training and motivating employees</li> <li>• relationships suppliers and distribution channel intermediaries</li> <li>• importance of relationships with investors / owners</li> <li>• the importance of understanding competitors</li> </ul> <p>Explain the five phases of global marketing and the tasks and activities involved in the international marketing management process.          Discuss the reasons why organisations (local and global) become involved in international markets.</p>
4	Strategy implementation and control	<p>Explain how to formulate a marketing strategy.          Explain the various value mix (marketing mix) elements for both physical goods and for services.          Describe the decisions that need to be taken in formulating an integrated marketing communication strategy (IMC).          Discuss the decisions marketers are faced with when dealing with marketing channel (distribution) strategies.          Describe the key pricing considerations and the possible pricing strategies that can be employed by marketers to add value.          Explain the steps in the strategic marketing process and why it is important for organisations to perform strategic marketing planning.          Perform a SWOT and PESTLE analysis and reflect on the implications that emerge and the possible impact on the marketing strategy.          Develop a marketing plan for an organisation, a business unit or a product.          Assess the relevance of the marketing plan.          Explain the difference between marketing strategy formulation and its implementation and identify an optimal organisational structure to facilitate strategy implementation.          Discuss why the pillars of leadership and culture, as well as change management are required for successful strategy implementation.          Explain the importance of a strategic marketing evaluation and control programme and discuss the major steps involved.</p>