
BTEC UNIT FOUR: Marketing Principles (15 Credits)

Unit code: **F/601/0556**

Credit value: **15 credits**

SYLLABUS

• Aim

This unit aims to provide learners with understanding and skills relating to the fundamental concepts and principles that underpin the marketing process.

• Unit abstract

This is a broad-based unit which gives learners the opportunity to apply the key principles of marketing.

Firstly, the unit looks at the definitions of marketing, and what is meant by a marketing orientation and the marketing process.

Next, learners consider the use of environmental analysis in marketing and carry out their own analyses at both macro and micro levels. They will also investigate the importance of market segmentation and how this leads to the identification and full specification of target groups.

Learners then consider buyer behaviour and positioning.

The unit looks at the main elements of both the original and the extended marketing mix. This includes an introduction to the concept of the product life cycle, new product development, pricing strategies, distribution options and the promotion mix.

Finally, learners will develop their own marketing mixes to meet the needs of different target groups. This includes considering the differences when marketing services as opposed to goods.

A range of other contexts is examined including marketing to businesses instead of consumers and the development of international markets.

• Learning outcomes

On successful completion of this unit a learner will:

- 1) Understand the concept and process of marketing
- 2) Be able to use the concepts of segmentation, targeting and positioning
- 3) Understand the individual elements of the extended marketing mix
- 4) Be able to use the marketing mix in different contexts.

Colbourne College

BTEC UNIT FOUR: Marketing Principles (15 Credits)

Unit code: F/601/0556

Credit value: 15 credits

Unit Content

1) Understand the concept and process of marketing

Definitions:

WEEK ONE MAY 6 LECTURE NOTES Buy Print Copies of the Notes	alternative definitions including those of the Chartered Institute of Marketing and the American Marketing Association ;
	satisfying customer needs and wants;
	value and satisfaction;
	exchange relationships;
	the changing emphasis of marketing

Marketing concept:

WEEK TWO MAY 7 LECTURE NOTES Buy Print Copies of the Notes	evolution of marketing;
	marketing orientations;
	societal issues and emergent philosophies ; According to Drucker
	customer and competitor orientation ;
	efficiency and effectiveness ;
	limitations of the marketing concept

Marketing process overview:

WEEK THREE-FOUR MAY 8 & 13 Buy Print Copies of the Notes	WEEK THREE	Scope of Marketing ; Integrated Marketing ;
		Marketing Objectives ; Constraints
		Marketing audit ; Marketing audits – PESTLE ;
		Marketing Environment ; Scanning the Market Environment ; Environmental Analysis ;
	WEEK FOUR	Micro Marketing Environment ;
		Direct and indirect competitors ; Porter's competitive forces
		Macro Marketing Environment ;
		How to do a Market Analysis and Environmental-Trend Analysis ; SWOT analysis ; Market Analysis Summary- Application of Audit Tools

- Buy printout of the Lecture Notes. [Click Here](#)
- Buy a Laptop or iPad. [Get prices here!](#)
- Destination Panama City in December 2013. [Reserve space Now!](#)
- Investment Opportunities on-campus. [Earn while you Study! Guaranteed Returns.](#)
- Go to iTutor. [Click Here](#)
- Return to DistantEdu. [Click Here](#)

Colbourne College

BTEC UNIT FOUR: Marketing Principles (15 Credits)

Unit code: F/601/0556

Credit value: 15 credits

Unit Content

Costs and benefits:

WEEK FIVE MAY 14 LECTURE NOTES Buy Print Copies of the Notes	links between marketing orientation and building competitive advantage;
	benefits of building customer satisfaction;
	desired quality;
	service and customer care;
	relationship marketing;
	customer retention;
	customer profitability;
	costs of a too narrow marketing focus

2) Be able to use the concepts of segmentation, targeting and positioning

Buyer behaviour:

WEEK SIX MAY 15 LECTURE NOTES Buy Print Copies of the Notes	Consumer Behaviour; dimensions of buyer behaviour;
	environmental influences;
	Personal variables/factors - demographic, sociological,
	physiological stimuli; psychological – motivation, perception and learning;
	social factors;
	other lifestyle and life cycle variables;
	consumer and organisational buying

Segmentation:

WEEK SEVEN MAY 16 1) LECTURE NOTES 2) LECTURE NOTES PPT Buy Print Copies of the Notes	process of market selection;
	macro and micro segmentation;
	bases for segmenting markets, (geographic, demographic, psychographic and behavioural); multivariable segmentation and typologies;
	benefits of segmentation;
	evaluation of segments and targeting strategies;
	positioning; definition and meaning; influence over marketing mix factors
	segmenting industrial markets;
	size; value; standards; industrial classification;

WEEK EIGHT: MIDTERM EXAMINATION
MAY 17 at 3:00PM

Colbourne College

3) BTEC UNIT FOUR: Marketing Principles (15 Credits)

4) Unit code: F/601/0556

5) Credit value: 15 credits

6)

Unit Content

7) Understand the individual elements of the extended marketing mix

Product

WEEK NINE MAY 20 Buy Print Copies of the Notes	Product: the total product concept;
	products and brands – features, advantages and benefits;
	product mix;
	product life cycle effect on other elements of the marketing mix;
	product strategy;
	new product development;
	adoption process

Place and Price

WEEK TEN MAY 21 Buy Print Copies of the Notes	Place: customer convenience and availability;
	definition of channels;
	types and functions of intermediaries;
	channel selection; Vertical and Horizontal Channels
	integration and distribution systems;
	franchising;
SOME INDENDENT READING WILL BE REQUIRED	physical distribution management and logistics;
	What is price?; Price: perceived value;
	Importance of price; Factors affecting pricing decisions – Internal and External;
	Internal Factors: Marketing Objectives And Marketing Strategy; Cost;
	External Factors; Elasticity of Demand; Customer Expectations; Competition and other
	Products; AND Government Regulations;
	pricing process; pricing strategies;
	psychological, promotional and discriminatory;

.*

Promotions

WEEK ELEVEN MAY 22 LECTURE NOTES Buy Print Copies of the Notes	Promotion: awareness and image;
	effective communication;
	integrated communication process (SOSTT + 4Ms);
	promotional mix elements;
	push and pull strategies;
	Advertising above and below the line including packaging;
	public relations and sponsorship;
	sales promotion;
	direct marketing and personal selling;
	Branding; internet and online marketing; Online Marketing Strategies

Colbourne College

BTEC UNIT FOUR: Marketing Principles (15 Credits)

Unit code: F/601/0556

Credit value: 15 credits

Unit Content

The shift from the 4Ps to the 7Ps:

WEEK TWELVE MAY 27 Buy Print Copies of the Notes	Ethical Issues in the Marketing Mix;
	Definition of product-service continuum; product-service continuum;
	concept of the extended marketing mix - the significance of the soft elements of marketing (people, physical evidence and process management)
	Marketing mix and target market

8) Be able to use the marketing mix in different contexts

Consumer Markets and Services

WEEK THIRTEEN MAY 28 Buy Print Copies of the Notes	What are Markets?;
	Consumer markets: fast moving consumer goods; consumer durables;
	Organisational markets; industrial; non-profit making; government; re-seller differences from consumer markets; adding value through service;
	Services: nature and characteristics of service products (intangibility, ownership, inseparability, perishability, variability, heterogeneity – the 7Ps);
	strategies; service quality;
	elements of physical product marketing; tangible and intangible benefits

International markets:

WEEK FOURTEEN MAY 29 Buy Print Copies of the Notes	What is globalisation; global marketing
	cultural differences;
	standardisation versus adaptation;

WEEK FIFTEEN: FINAL EXAMINATION
JUN 7, 2013 at 3:00PM