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## BTEC UNIT Seventeen: Marketing Intelligence (*15 Credits*)

Unit code: **K/601/0955**

Credit value: **15 credits**

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### **SYLLABUS**

- **Aim**

The aim of this course is to enable you to understand the purchase decision-making process and how marketing research techniques are used to contribute to the development of marketing plans.

- **Unit abstract**

This course explores buyer behaviour and how this is influenced by a range of factors and situations.

You will explore the marketing research process and assess the importance of different types of information. The approach is practical and you will learn how to prepare and present a research proposal, assess the reliability of market research findings, and use secondary sources of data.

You will then develop the skills needed to assess trends and carry out competitor analysis.

Finally, you will consider customer relationship management and how to assess levels of customer satisfaction.

The course seeks to combine a sound theoretical framework with the development of useful business skills.

- **Learning outcomes**

On successful completion of this course you will:

1. 1 Understand buyer behaviour and the purchase decision-making process
2. 2 Be able to use marketing research techniques
3. 3 Be able to assess market size and future demand
4. 4 Be able to measure customer satisfaction.

# Unit Content

<b>LECTURE NOTES</b> <a href="#">Understand buyer behaviour and the purchase decision-making process</a>  <b>VIDEO LINK</b>	<b>WEEK ONE</b>	<b>Customers and markets:</b> <ul style="list-style-type: none"> <li>• <a href="#">Defining consumer behaviour;</a></li> <li>• <a href="#">purchase decision-making process;</a></li> <li>• <a href="#">buying situations and types of buying decision;</a></li> <li>• <a href="#">dimensions of buyer behaviour</a></li> </ul>
	<b>WEEK ONE - TWO</b>	<b>Buyer behaviour:</b> <ul style="list-style-type: none"> <li>• <a href="#">influences on buyer behaviour;</a></li> <li>• <a href="#">stimulus response model; models of purchase behaviour;</a></li> <li>• <a href="#">diffusion and innovation;</a></li> <li>• <a href="#">model unitary and decision-making units</a></li> </ul>
	<b>WEEK TWO</b>	<b>Buying motives:</b> <ul style="list-style-type: none"> <li>• <a href="#">psychological factors, socio-psychological factors, sociological factors, economic factors and cultural factors influencing customer behaviour;</a></li> <li>• <a href="#">lifestyle and life-cycle factors;</a></li> <li>• <a href="#">customer and prospect profiling;</a></li> </ul>
	<b>WEEK THREE</b>	<b>Branding:</b> <ul style="list-style-type: none"> <li>• <a href="#">Brand Elements</a></li> <li>• <a href="#">relationship between brand loyalty, company image and repeat purchase</a></li> </ul>
<a href="#">Be able to use marketing research techniques</a>  <b>VIDEO LINK</b>	<b>WEEK FOUR</b>	<b>Market research:</b> <ul style="list-style-type: none"> <li>• role and importance of marketing research;</li> <li>• <a href="#">market research methods</a></li> <li>• research process, objectives;</li> <li>• <a href="#">issues relating to the use of primary and secondary data sources and methods;</a></li> <li>• existing sources of primary and secondary market research;</li> <li>• <a href="#">internal sources; external sources;</a></li> <li>• <a href="#">competitor data and sources and customer data; ethics</a></li> </ul>
	<b>WEEK FIVE - SIX</b>	
	<b>WEEK SIX</b>	<b>Market research companies:</b> <ul style="list-style-type: none"> <li>• <a href="#">benefits and limitations of use; cost; reliability and types</a></li> </ul>
	<b>WEEK SEVEN</b>	<b>Research techniques:</b> <ul style="list-style-type: none"> <li>• <a href="#">stages of the market research process;</a></li> <li>• <a href="#">research proposals;</a></li> <li>• <a href="#">types of data collection methods-qualitative and quantitative;</a></li> <li>• surveys; sources of information; value and interpretation of data</li> </ul>

# **WEEK EIGHT :**

## **Mid Term Examination**

- 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.](#)
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# Colbourne College

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

Unit code: F/601/0556

Credit value: 15 credits

### Unit Content

<b>LECTURE NOTES</b> Be able to assess market size and future demand  <a href="#">CLICK HERE FOR VIDEO LINK ON Business Success Training</a>	<b>WEEK NINE</b>	<b>Measuring:</b> <ul style="list-style-type: none"> <li>• <a href="#">Defining the market; estimating total market size, value and volume; growth and trends; forecasting future demand</a></li> <li>• <a href="#">Differences in Forecasting Demand for a Product Versus a Service</a></li> <li>• <a href="#">Various Sales Forecasting Techniques</a></li> </ul>
	<b>WEEK TEN</b>	<b>Competitive analysis:</b> <ul style="list-style-type: none"> <li>• <a href="#">Characteristics of a Competitive Market's Structure</a></li> <li>• <a href="#">What is competitor analysis – market/product profiles of competition, brand and market share;</a></li> <li>• <a href="#">Market innovator/follower</a></li> <li>• <a href="#">Analyse the characteristics of the competition –objectives of the competition; strategies of the competition; strengths and weakness of competition; future behaviour of the competition and their strategic intent</a></li> </ul>
<a href="#">Be able to measure customer satisfaction</a>  <a href="#">CLICK HERE FOR VIDEO LINK ON Customer Relationship Management</a>	<b>WEEK ELEVEN</b>	<b>Measuring customer satisfaction:</b> <ul style="list-style-type: none"> <li>• post-sale surveys;</li> <li>• data mining – web behaviour analysis;</li> <li>• guarantees;</li> <li>• complaint handling and suggestion systems; <a href="#">mystery shopping</a>;</li> <li>• product placement;</li> <li>• <a href="#">service agreements</a>;</li> <li>• customer follow-up</li> </ul>
	<b>WEEK TWELVE</b>	<b>Customer care:</b> <ul style="list-style-type: none"> <li>• <a href="#">customer relationship management programmes, objectives, use and value in data collection, customer relationship management as a means of adding value and influencing purchase/repeat purchase behaviour, customer retention</a></li> </ul>
<a href="#">VIDEO LINK</a>	<b>WEEK THIRTEEN</b>	<b>Case Study – <a href="#">Meeting customer needs for competitive advantage</a></b> A Portakabin case study
<a href="#">ONLINE QUIZ</a>	<b>WEEK FOURTEEN</b>	<b>Case Study - <a href="#">Using market research to support decision making</a></b> A JD Sports case study

## **WEEK FIFTEEN :**

# **Final Examination**

- Buy printout of the Lecture Notes. [Click Here](#)
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