

Colbourne College

FOR TUTORIALS: UNIT 4 Principles of Marketing

Learning outcomes On successful completion of this unit you will:	REPORT TASK: 2500 -3000 Words Having acquired the new business you are required to prepare a Marketing Report for the new investors who have limited marketing knowledge. You will;	
Mandatory Pre- Class Reading	1) Define Marketing 2) Introduce Marketing	Page # Pre class
WEEK 1 Introduction to Marketing	3) Explain Marketing Processes	May 6
	4) Explain Core Marketing Concepts	
	5) Identify Marketing Functions	
WEEK 8 Evolution of Marketing	6) Illustrate Historical Perspective of Marketing	May 7
	7) Define the Types of Market	
	8) Identify 21st Century Marketing Challenges	
WEEK 9 LO1 Understand the concept and process of marketing	1.1 Identify the various elements of the marketing process AND Explain the various elements	MAY 8
	1.2 evaluate the benefits and costs of a marketing orientation for the business	
WEEK FOUR TO SEVEN LO2 Be able to use the concepts of segmentation, targeting and positioning	2.1 show macro and micro environmental factors which influence marketing decisions	MAY 13
	2.2 propose segmentation criteria to be used for products in different markets (make selection to match your organization)	MAY 14
	2.3 choose a targeting strategy for the business	
	2.4 demonstrate how buyer behaviour will affect marketing activities in different buying situations . - (provide examples of the business's marketing activities)	MAY 15
	2.5 propose new positioning for a selected product/service of the business	MAY 16
LO3 Understand the individual elements of the extended marketing mix	3.1 explain how products are developed to sustain competitive advantage	MAY 20
	3.2 explain how distribution is arranged to provide customer convenience	MAY 21
	3.3 explain how prices are set to reflect an organisation's objectives and market conditions	
	3.4 illustrate how promotional activity is integrated to achieve marketing objectives	MAY 22
	3.5 analyse the additional elements of the extended marketing mix	
LO4 Be able to use the marketing mix in different contexts	4.1 plan and illustrate marketing mixes for two different segments in consumer markets	MAY 27
	4.2 illustrate differences in marketing products and services to businesses rather than consumers	MAY 28
	4.3 show how and why international marketing differ from domestic marketing	MAY 29