

INTERNATIONAL PROFESSIONAL MANAGERS ASSOCIATION - UK



MARKETING STREAM EXAMINATION SYLLABUS

EXAMINATION SUBJECT AND SYLLABUS FOR FOUNDATION

This level is intended for those on the first step of a Professional Marketing career. It provides:

- A basic framework for the understanding of the practical skills required by any aspiring manager working in a marketing environment;
- The basic knowledge and skills required for effective Marketing for the organisation;
- A programme of practically based study undertaken at selected Colleges, or during employment which includes carefully supervised projects and assignments over a period of one year;

Entry Qualifications to this programme are A- Level GCE or equivalent

EXAMINATION SUBJECTS

1. Marketing Principles
2. Business Management
3. Marketing Communications
4. Customer Care
5. Business Law
6. Business Economics

COURSE CONTENTS

MARKETING PRINCIPLES

Course Aims

- To develop the student's understanding of Marketing fundamentals

Course Syllabus

- **Introduction:**

The nature of Marketing, marketing defined, the social nature of marketing, the role of marketing in enterprise development

- **The Marketing Environment:**

Understanding the company's macro and micro environmental forces, The global marketplace

- **Marketing Planning:**

The nature and process of marketing planning, the marketing plan

- **Market Information and Marketing Research:**

The marketing information system, The Market research process

- **Market Segmentation, Targeting and Positioning**

- **The Marketing Mix:**

Product decisions, Pricing Decisions, Marketing Communications, Marketing Channels

- **Dimensions of Marketing:**

Ethical, social and environmental

BUSINESS MANAGEMENT

Course Aims

- To provide the student with the basis for understanding how organisations operate effectively and efficiently
- To enable the student to explore the different functions of management and the underlying theories
- To enable the student to explore the various functions and activities of business organisations

Learning Outcomes

At the end of the course the student will have the ability to:

- Apply the main concepts necessary for effective management
- Appreciate the Social responsibilities of management and ethical practices
- Develop effective planning and control systems
- Understand the major activities of the organisation and their effective co-ordination
- Produce effective policies for effective organisation
- Develop awareness of the different perspectives of leadership
- Understand the human aspects of management
- Implement policies for job design and motivation

Course Syllabus

- **Introduction to Management and Organizations**
 - Definition of Management
 - Definition of Organisations
 - Different forms of Organisations
- **Approaches to Management**
 - Historical Background of Management
 - Scientific Management
 - General Administrative Theorists

- Quantitative Approach
- Systems Approach
- Human Relations Approach
- **Organisational Culture and Ethical**
 - Organisational Culture and the Environment
 - Social Responsibility and Managerial Ethics
- **Planning**
 - Decision-Making
 - The Decision-Making Process
 - Purpose of Planning
 - Strategic Management
 - The Strategic Management Process
 - Planning Tools and Techniques – Environment scanning, SWOT Analysis
- **Organizing**
 - Organisational Structure
 - Organisational Design – Functions, Product, Matrix
 - Span of Control
 - Delegation and Empowerment
- **Managerial Communication**
 - Understanding Managerial Communication
 - Interpersonal Communication
 - Organisational Communication
- **Leading**
 - Motivating Employees
 - Theories of Motivation
 - Leadership
 - Leadership Theories
- **Controlling**
 - Foundations of Control
 - The importance of control
 - The Control Process
 - Types of Control
- **Organisational Functions**
- **Human Resource Management**
 - The Human Resource Management Process
 - Recruitment and Selection
 - Employee Training
 - Compensation and Benefits
 - Career Development

- **Operations Management**
 - Techniques for Effective Operations Management
- **Marketing**
 - Concepts of Marketing
 - Effective Marketing
- **Information Technology**
 - Impact of IT on the organisation
 - Process for implementing IT for Decision Making and effective Management
- **Office Administration**
 - Office Design

Recommended Text

Book Title -: Management: Competing in the New Era (5e)

Author -: Bateman & Snell

Publisher -: McGraw Hill

ISBN No -: 0-07-240859-6

CUSTOMER CARE

Course Aims

- To develop the student's understanding of customer care

Course Syllabus

- A study of customer services accompanying a core product and the service products themselves.
- Problems and issues related to the service mix, service-level decisions, the formulation of service policies, customer service management, the development of customer service staff, training, and evaluation are analyzed.
- Customer information, customer surveys and suggestions, the handling of complaints and adjustments, techniques for dealing with difficult and angry customers, dissemination of information, credit services, maintenance, technical service, and the development of new programs

Recommended Text

Book Title -:Marketing Strategy (4e)

Author -: Ferrell & Hartline

Publisher -: Thomson

ISBN No -: 13 978-0-324-36272-5

BUSINESS LAW

Course Aims

- To develop the student's understanding of principles of business law

Course Syllabus

General introduction to legal principles

- Types of law. The distinction between civil and criminal wrongs. The Constitution.
- Legislation and delegated legislation. Case law.
- E.U. institutions and types of law. The role of the European Court of Human Rights.
- The court structure. Legal personnel. Legal personality. Law reform.
- Alternative methods of dispute resolution: tribunals and arbitration.
- Finding the law: libraries, computer databases, CD-ROM and the Internet.
- Analysing the law: reading legislation, study of case reports.

Tort Law

- The main ingredients of torts. Defences in tort. Negligence. Occupiers' Liability Act 1995.
- Professional negligence. Remedies. Defamation (Libel and Slander).

Principles of Contract Law

- Nature of Contract. Offer and Acceptance. Intention to create legal relations. Consideration
- Terms of contract. Defects in contract (mistake, misrepresentation, duress and undue influence)
- Exemption clauses. EC (Unfair Terms in Consumer Contracts)Regulations 1995
- Discharge of contract. Remedies

Recommended Text

Book Title -: Business Law

Author -: Rush & Ottley

Publisher -: Thomson

ISBN No -: 13 978-1-84480-173-2

BUSINESS ECONOMICS

Course Aims

- To develop the student's understanding of principles of Business Economics

Course Syllabus

• **Introduction to Economics:**

Scarcity, choice and opportunity cost, the difference between Microeconomics and Macroeconomics, the Production Possibility Frontier, the fundamental questions.

• **Demand, Supply and Market Equilibrium:**

Demand and consumers, supply and producers, market equilibrium and the price mechanism, price controls.

- **The Concept of Elasticity:**

Own price elasticity of demand, cross-price elasticity of demand, income elasticity of demand, elasticity of supply.

- **The Consumer and the Theory of Demand:**

Marginal utility analysis, consumer surplus.

- **The Firm and Production:**

The objectives of the firm, production, costs, profit-maximising output level, economies of scale.

- **Market Structures:**

Perfect competition, monopoly, monopolistic competition, oligopoly.

- **Factors of Production:**

Labour, Land, Capital, and Enterprise.