

# INTERNATIONAL PROFESSIONAL MANAGERS ASSOCIATION - UK



## MARKETING STREAM EXAMINATION SYLLABUS

## EXAMINATION SUBJECT AND SYLLABUS FOR INTERMEDIATE

This level is designed to provide:

- A deeper understanding of the key issues addressed for effective management; (building on the knowledge and skills gained from the foundation level programme)
- A study programme designed to enable participants to develop and apply analytical techniques for the solution of practical management problems;
- Carefully supervised projects and assignments; and
- A programme of practically based study undertaken at selected Colleges, or during employment, over a minimum period of one year;

**Entry Qualifications** to this programme are completion of the International Professional Managers Association Foundation qualifying examination, or a recognised Higher National Diploma (HND) or equivalent.

### EXAMINATION SUBJECTS

1. Consumer Behaviour
2. Public Relations
3. Marketing Environment II
4. Market Research
5. Customer Relationship Management

## COURSE CONTENTS

### CONSUMER BEHAVIOUR

#### Course Aims

- To develop the student's understanding of consumer behaviour

#### Course Syllabus

- **Introduction:**

Definitions, concepts, importance of buyer behaviour, distinctions between consumer behaviour and organisational buying behaviour, applications to strategic marketing, market segmentation and consumer behaviour.

- **The Consumer as an Individual:**

Consumer needs and motivation, personality, psychographics, perception, learning, attitudes and attitude change.

- **The Consumer in their Social and Cultural Settings:**

Group dynamics, reference groups, the family, social class, culture, subcultures, cross cultural consumer behaviour. Irish and European Society issues.

- **The Consumer Decision – Making Process:**

Personal Influence, opinion leadership, diffusion of innovation, models of consumer decision making.

- **Organisational Buying Behaviour:**

The nature of organisational buying, the composition of the buying centre, models of the organisational buying decision process.

#### Recommended Text

**Book Title -:** Principles & Practice of Marketing (3e)

**Author -:** David Jobber

**Publisher -:** McGraw Hill

**ISBN No -:** 0-07-709613-4

#### Additional Reading

**Book Title -:** Marketing for Hospitality and Tourism (5e)

**Author -:** Kotler et al.

**Publisher -:** Pearson

**ISBN No -:** 13 978-0-13-245313-4

### PUBLIC RELATIONS

#### Course Aims

- To develop the student's understanding of principles of Public Relations

#### Course Syllabus

- Introduction to PR, duties of the profession
- Organizational and theoretical bases for PR
- PR and decision making, issues management
- Research techniques, public opinion and PR
- PR budgets and campaigns
- PR and the mass media
- Employee communication, using media to reach employees
- PR and organizational climate, community relations
- Consumer relations and marketing
- PR and the web
- Corporate PR, crisis communication
- Crisis communication using the web

### **Recommended Text**

**Book Title** -: Marketing for Hospitality and Tourism (5e)

**Author** -: Kotler et al.

**Publisher** -: Pearson

**ISBN No** -: 13 978-0-13-245313-4

### **MARKETING ENVIRONMENT II**

#### **Course Aims**

- To develop the student's understanding advanced marketing environment

#### **Course Syllabus**

- Product, Brand, and Pricing Decisions in the Global Markets
- Global Marketing Channels, Marketing Communications, and Identify the steps involved in building and evaluating a global marketing strategy for a firm
- Identify the element of international marketing mix and discuss why the mix is important for preparing the marketing plan
- Develop and design a global marketing plan for a domestic and/or international firm
- International Marketing Plan

### **Recommended Text**

**Book Title** -: Marketing Strategy and Competitive Positioning (3e)

**Author** -: Hooley et al.

**Publisher** -: FT/Prentice Hall

**ISBN No** -: 13 978-0-273-65516-9

### **MARKET RESEARCH**

#### **Course Aims**

- To develop the student's understanding of Marketing Research

#### **Course Syllabus**

- **Marketing Research :**

Meaning, nature and role of marketing research; Organization of marketing research

- **Marketing research process:**

Problem identification and definition; Determination of information needs; Developing research proposal

- **Research Design :**

Types of research Design – Exploratory, descriptive and conclusive researches

- **Secondary and primary data:**

Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research

- **Sample Design :**

Defining the universe and sampling unit; Sampling frame; Probability and Non-probability sampling methods; Sample size determination, Data collection and survey errors

- **Data Analysis and Interpretation :**

Data editing and coding; Tabulation and graphic representation; Statistical data analysis including estimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation

#### Recommended Text

**Book Title -:** Exploring Marketing Research (10e)  
**Author -:** Zikmund & Babin  
**Publisher -:** Pearson  
**ISBN No -:** 13 978-0-324-78861-7

#### Additional Reading

**Book Title -:** An Applied Orientation (5e)  
**Author -:** Naresh K. Malhotra  
**Publisher -:** Pearson/Prentice Hall  
**ISBN No -:** 0-13-227946-0

### CUSTOMER RELATIONSHIP MANAGEMENT

#### Course Aims

- To develop the student's understanding of Customer Relations Management

#### Course Syllabus

- Description and interpret the significance of the differences between 'customers', 'users', 'consumers' and 'payers'
- Critical appraisal of the relationship between customer dynamics and marketing
- Evaluation of the effectiveness of the marketing/customer interface within specific product sectors, and propose cost-effective performance improvements where appropriate

- Psychological, social, cultural and economic factors that influences customer dynamics in particular marketing scenarios and their impact upon product/service improvement or innovation
- Analysis of key issues in customer dynamics including segmentation, relationship marketing, and the behavioural patterns found within the Decision Making Unit
- Designing and carrying out operational investigations into customer dynamics, customer perceptions of product/service performance, and customer satisfaction/delight
- Development of visionary yet practical strategies for mobilising customer-focused marketing programmes within defined organisational settings

#### Recommended Text

**Book Title -:** Marketing Management (12e)  
**Author -:** Kotler & Keller  
**Publisher -:** Pearson/Prentice Hall  
**ISBN No -:** 0-13-145757-8