

# INTERNATIONAL PROFESSIONAL MANAGERS ASSOCIATION - UK



## MARKETING STREAM EXAMINATION SYLLABUS

### EXAMINATION SUBJECT AND SYLLABUS FOR PROFESSIONAL PART 1

This level is designed to provide:

- The tools and techniques to be able to tackle complex and challenging Marketing and business problems;
- A programme of practically based study undertaken at selected Colleges or during employment over a minimum period of one year;
- Carefully supervised assignments, case studies and projects; and

*Entry Qualifications* to this programme are completion of the International Professional Managers Association Intermediate qualifying examination, or a recognised Degree or equivalent.

#### **EXAMINATION SUBJECTS**

1. Marketing Management
2. Applied Marketing Communications
3. Organisational Behaviour
4. Applied Public Relations
5. Applied Marketing Research

## COURSE CONTENTS

### MARKETING MANAGEMENT

#### Course Aims

- To develop the student's understanding of marketing management

#### Course Syllabus

- **Strategic Marketing Decisions:**  
strategic thinking, strategic windows, strategic options, planning for competitive advantage, developing the marketing plan, Integration of strategic decisions and marketing plans,
- **Organising, implementing and controlling marketing effort:**  
Organisation and control for marketing, the changing role of the product manager, profitability analysis, improving sales force productivity, quality management, measuring customer satisfaction, strategic controls
- **Sustaining Market Focus:**  
Renewal and shared values, Sustaining competitive advantage, strategies for change
- **Strategic Partnership:**  
inter organisational relationships, types of relationships, global relations
- **International Marketing:**  
the challenges Marketing developments and issues in the Service and Non-Business Sectors

#### Recommended Text

**Book Title -:** Marketing Management (12e)

**Author -:** Kotler & Keller

**Publisher -:** Pearson/Prentice Hall

**ISBN No -:** 0-13-145757-8

### APPLIED MARKETING COMMUNICATIONS

#### Course Aims

- To develop the student understanding of Advanced Marketing Communications

#### Course Syllabus

- Advertising:
  - Advertising and Society: Ethics, Regulation, and Social Responsibility
  - Understanding the Consumer
  - Advertising Planning and Strategy
  - Media Planning and Buying
  - Print Media
  - Broadcast and Interactive Online Media
  - The Creative Side of Advertising
- Sales Promotions:
  - Retail and Business-to-Business Advertising
  - International Advertising
  - The Integrated Campaign
- Public Relations:
  - Evolution of Public Relations
  - Communications and Crisis Management
  - Public Relations writing
  - Print and Electronic media

### ORGANIZATIONAL BEHAVIOUR

#### Course Aims

- To develop the student's understanding of the general principles of Organisational Behaviour

#### Course Syllabus

- The influences of social sciences on the study of organisational behaviour

- The individual in the organisation, perception, personality and traits including locus of control, introversion, extroversion, socially acquired needs; application of theories in practical situations
- Theories of motivation including content and process theories, behaviour modification, practical applications of motivational theories including job design
- The nature of groups, formal and informal groups, group cohesiveness, groupthink, characteristics of an effective work group, group interactions, effective group decision making, quality circles, Japanese approach to group decision making.

### Recommended Text

**Book Title** -: Organizational Behaviour (13e)

**Author** -: Robbins & Judge

**Publisher** -: Pearson

**ISBN No** -: 13 978-0-13-207964-8

### Additional Reading

**Book Title** -: Organizational Behaviour and Management (4e)

**Author** -: Martin & Fellenz

**Publisher** -: South-Western/Cengage

**ISBN No** -: 978-1-4080-1812-5

**Book Title** -: Fundamentals of Organizational Behaviour (4e)

**Author** -: Andrew J. DuBrin

**Publisher** -: Thomson South-Western

**ISBN No** -: 0-324-42139-7

## APPLIED PUBLIC RELATIONS

### Course Aims

- To develop the student understanding of Advanced Public Relations

### Course Syllabus

- Where PR fits into management structures
- Departmental and in-house organisation and structures
- The in-house and consultancy options
- The corporate, counselling, marketing, financial and employee rules
- The function of public relations, two-way information and communication
- Setting and Managing a Budget:
  - Public relations as an external resource
  - Consultancies, specialist and freelance
  - Client relationships and management tools
  - Consultancy structures, management and operations
- The Role of Public Relations within an Organisation:
  - Commercial organisations and public sector
  - Non-commercial organisations including national, cross border and local government, charities, groups and professional associations
  - Their roles, responsibilities and position within the organisation
- Definition of Publics – Internal, Local (national), Regional (pan-European) Consideration of the various internal and external publics with which an organisation's public relations programme may be concerned, such as (but not exclusively)
  - Customers and potential customers
  - Employees
  - Media
  - Investors and financial community
  - Local community, educational establishments and bodies
  - Suppliers
  - Opinion formers
  - Government
- Public Relations Techniques and their Use:
  - Description, characteristics, advantages/disadvantages of different techniques
  - Editorial media (printed and broadcast)
  - Requirements for all types of editorial media
  - Public relations material – what is required, how it is used
  - Writing and distribution of material for the media – news, features and promotions

- Editorial responsibilities and constraints, embargoes, political balance, freedom of the media
- Free media
- Events, promotions and functions (such as conferences, facility visits, exhibitions)
- Educational activities
- Media Production:
  - Print, broadcast, electronic
  - Research and preparation of scripts and presentation material
  - Proof-reading and sub-editing
  - Printed work (advertisements, direct mail, literature)
  - Annual reports, employee reports, house journals
  - Graphics (photography, slides, charts, displays)
  - Video/film/audio-visual
- Public Relations Planning and Programming including Crisis/Contingency:
  - Situation analysis
  - Research and appraisal
  - Objectives and strategy
  - Programme planning
  - Programme implementation
  - Evaluation and progress reporting
  - Budgets
  - Assessment of results
  - Codes of conduct and their rationale (e.g. IPR, PRCA)

Laws affecting public relations practice including (but not exclusively) – Defamation and slander, Copyright, Financial Services Acts, Companies Acts, Codes and codification (e.g. the role of the OFT), Employment Acts

## **APPLIED MARKETING RESEARCH**

### **Recommended Text**

**Book Title** -: Marketing Research: An Applied Orientation (5e)

**Author** -: Naresh K. Malhotra **Publisher**

-: Pearson/Prentice Hall **ISBN No** -: 0-13-227946-0