

INTERNATIONAL PROFESSIONAL MANAGERS ASSOCIATION - UK



MARKETING STREAM EXAMINATION SYLLABUS

EXAMINATION SUBJECT AND SYLLABUS FOR PROFESSIONAL PART 2

This programme is designed to include:

An extension of the studies undertaken for Professional Part 1, but in greater and advanced depth at Masters degree equivalent level

- A consideration of the mechanisms and strategies to achieve desired management goals and objectives
- A practical understanding of corporate management policy and the management of change as related to the route undertaken (that is General Management, Marketing or Computing)
- A carefully supervised major project in an area of activity relevant to the participant's chosen employment; and

Entry Qualifications to this programme are the completion of the International Professional Managers Association Professional Part 1 qualifying examinations or a recognised Master's Degree or equivalent.

Exemptions may be considered from individuals with significant work experience at senior executive level

No exemptions will be granted from the Case Studies examination of the Professional Part 2 qualifying examinations

EXAMINATION SUBJECTS

1. Strategic Management
2. International Marketing
3. Services Marketing
4. Business Policy and Management
5. E-Commerce Marketing and Technology

COURSE CONTENTS

STRATEGIC MANAGEMENT

Course Aims

- To develop the student understanding of the general principles of Strategic Marketing

Course Syllabus

- Market-driven strategy
- Situation analysis, including segmentation and learning capabilities
- Designing market-driven strategies, including issues of strategic positioning, value and innovation, and relationship strategies
- Developing market-focused programmes, including strategic brand management, value chain relationships, pricing and promotion, and sales and direct marketing strategies
- Implementing and managing market-driven strategies, including the design of market-driven organisations and strategy implementation and control
- The financial evaluation of marketing assets and strategies

Recommended Text

Book Title -: Strategic Management: Awareness and Change

Author -: Thompson & Martin

Publisher -: Thomson

ISBN No -: 978-1-84480-083-4

Additional Reading

Book Title -: Management of Strategy: Concepts and Cases

Author -: Hitt et al.

Publisher -: Thomson South-Western

ISBN No -: 0-324-36433-4

Book Title -: Strategic Management and Business Policy (9e)

Author -: Wheelan & Hunger

Publisher -: Pearson Prentice Hall

ISBN No -: 013-122551-0

INTERNATIONAL MARKETING

Course Aims

- To develop the student understanding of the general principles of International Marketing

Course Syllabus

- **Introduction:**

The nature of international Marketing, the importance of international Marketing to Irish Business

- **The approaches to entering international markets**

Indirect export, direct export, gray market exporting, manufacturing facilities, assembly operations, strategic alliances, choosing among alternatives.

- **The Marketing mix for international markets**

Product policy, product planning and development, product mix decisions, standardisation Vs adaptation, packaging, branding issues, pricing implications, communication and promotion, distribution decisions.

- **The export order and physical distribution**

Handling the export order, physical distribution, structure of international physical distribution.

- **The organisation of International Marketing Activities**

Main considerations in being organised internationally, organisational structures.

Recommended Text

Book Title -: International Marketing (8e)
Author -: Czinkota & Ronkainen
Publisher -: Thomson South-Western
ISBN No -: 0-324-31702-6

SERVICES MARKETING

Course Aims

- To develop the student understanding of Services Marketing

Course Syllabus

- **Introduction :**

The nature and characteristics of services. The importance of services in the Irish economy. Frameworks for understanding services marketing. The Services marketing environment: Overview of Micro and Macro forces.

Understanding the customer experience, Designing and delivering services, measuring productivity for services, Market research for services, the use of SERVQUAL

- **The Services Marketing Mix:**

Creating and delivering the service product, Pricing decisions, Promotion and communication, Place decisions, the management of service personnel. Internal Marketing.

- **Managing capacity and Managing Demand:**

Strategies for capacity constrained organisations, adapting to fluctuating demand patterns, yield management

- **Managing Service Quality:**

Managing Service Quality: Achieving service quality, improving service quality, application of TQM, Adding value through service quality,

- **Strategy and Integration:**

Competitive positioning of services, Synergy in service operation, Corporate culture and services, Implementing service marketing strategies, Developments in Services Marketing – internationalisation, franchising.

Recommended Text

Book Title -: Principles & Practice of Marketing (3e)
Author -: David Jobber
Publisher -: McGraw Hill
ISBN No -: 0-07-709613-4

BUSINESS POLICY AND MANAGEMENT

Course Aims

- To develop the student understanding of Business Policy & Management

Course Syllabus

- Introduction & Scope of Management
- The External Environment and its impact on Business and Management
- Policy formulation, Implementation and Control
- Planning and Strategic Management

- Business and Managerial Control
- Business Ethics, Corporate Governance and the Social Responsibilities of Management
- Globalisation and its impact on Management practices and policies
- Organisation structures
- Managing diversity in today's global environment
- Problem Solving & Management Decision Making
- Understanding and Managing and Motivating People

Recommended Text

Book Title -: Strategic Management and Business Policy (9e)

Author -: Wheelan & Hunger

Publisher -: Pearson Prentice Hall

ISBN No -: 013-122551-0

E-COMMERCE MARKETING AND TECHNOLOGY

Course Aims

- To understand and to apply the underlying technologies available for the provision and implementation e-commerce.
- To implement effective Internet marketing programs.

Learning Outcomes

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

- Discuss the various models of e-commerce for the organisation.
- Design and implement an effective e-commerce delivery system
- Design appropriate measures to deal effectively with security concerns of customers.
- Develop an effective Marketing strategy for e-commerce

Course Syllabus

- The Technology

- E-Commerce and E-Business
- Types of E-Commerce
- Communication Protocols for E-Business
- Network Security and E-Commerce
- Security Threats
- Internet Security Requirements (Secrecy, Integrity, Availability)
- Authentication, Encryption, Digital Payments, and Digital Money
- Server Platforms in E-Commerce
- Language for the Web: HTML, XML, and Beyond
- Searching Mechanisms
- Software Agents for E-Commerce
- Multimedia and Web-casting on the Web
- Packaged Solutions for E-Business
- ERP Systems
- Customer Relationship Management
- Marketing
 - Fundamentals of Marketing
 - Developing a Marketing strategy
 - Marketing Research
 - The Role of Online Marketplaces
 - Branding
 - Interactive Direct Marketing

Recommended Text

Book Title -: Internet Marketing and E-Commerce

Author -: Hanson & Kalyanam

Publisher -: South-Western/Cengage

ISBN No -: 13 978-0-324-42281-8

Additional Reading

Book Title -: Electronic Commerce (7e)

Author -: Gary Schneider

Publisher -: Thomson Course Technology

ISBN No -: 13 978-0-273-70752-3