

The Institute of Commercial Management

**COURSE HANDBOOK
2005**



**Marketing
Diploma, Advanced Diploma, Graduate Diploma**

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Introduction

The purpose of this course handbook is to provide you with information about your programme of study and to direct you to other general information about studying with the ICM.

This handbook must be read in conjunction with other guidelines available on the ICM website which may change from time to time.

The material in this handbook is as accurate as possible at the date of production and should you have any comments on improvements to this handbook please put them in writing along with the name of the course handbook to ccurran@icm.ac.uk

The Institute of Commercial Management

The Institute of Commercial Management has been providing support and guidance for life long learning in over 120 countries for more than 30 years.

Delivery of ICM courses takes place through over 1,300 teaching centres and provides an extensive global network that penetrates down to the grass roots of even the poorest countries of the world.

ICM is committed to providing high quality global education, training and consulting services which raise performance standards for business, encourage lifetime learning and provide professional status for individuals.

Working in close partnership with commerce, government, education providers, international development agencies and its own professional membership, ICM has built an enviable reputation for excellence based on global standards and integrity.

ICM is known for the design and development of progressive, practical and multi-functional programmes of study for use by universities, business schools, colleges and other education and training providers and is acknowledged as a specialist in this field.

Growth has been entirely organic in the truest sense and has been achieved through consistency and tenacity in even the most challenging markets.

ICM Articulation Agreements with Universities

Recognised as an international examining board for professional business and management studies, ICM is renowned for examining and certifying candidates to an internationally consistent standard.

Qualifications are offered in a number of subjects ranging from accounting and finance to tourism and development, and from marketing and advertising to project management and export.

ICM has a formal partnership arrangement with Bolton, Southampton and Swansea and the ICM Centre for Social and Economic Development is located in the Southampton Business School.

The three Business Schools offer a BSc Commercial Management and articulation with their BA/BSc Degrees.

These articulation arrangements provide direct access to the second and final years of a wide range of BA/BSc degrees for ICM Diploma and Advanced Diploma holders.

Subject to status and grades obtained, students holding ICM professional level Diploma, Advanced Diploma and Graduate Diploma awards are accepted onto undergraduate and post-graduate degree programmes offered by institutions in Europe, North America, South East Asia, Sub Saharan Africa and Australasia.

Our strategic partners have agreed that students can enter their degree programmes with advanced standing if they have the right grade profile and are able to meet the other admissions criteria such as language competence.

Entry to the second year

Application for entry to the second year will be considered for students who have passed the two year Institute of Commercial Management (ICM) Diploma and have met the following requirements:

- obtained at least 24 Points from 8 subjects leading to the Diploma
- obtained at least Grade C in all subjects in the Diploma

Entry to the Final year

- obtained at least 32 Points from 12 subjects leading to the Advanced Diploma
- obtained at least Grade C in all subjects in the Advanced Diploma

The following rules apply:

- an 'A' (distinction) is awarded 6 points

- a 'B' (Credit) awarded 4 points
- a 'C' (Pass) is awarded 2 points
- a 'D' (Marginal Pass) is awarded 0 points

Your first step is to complete the enclosed ICM University Application form and return it to us. Do not send it to our partner institutions as they will simply send it to us for verification.

Students wishing to study with one of the strategic partners should contact the ICM directly at icm@icm.ac.uk

The Institute's awards are also recognised by leading professional examining boards for either subject exemption or registration purposes.

Learning, Teaching and Assessment Strategy

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis.

Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class.

Students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment

Almost without exception, the assessment of ICM subjects is based of a final exam. Many qualifications are gained by studying modules and passing a series of essays and exercises with only a small emphasis on the final exam.

The ICM believes that students should be assessed on the body of knowledge covered during the course and be assessed as individuals as opposed to teams.

Student Work Load

In accordance with nationally accepted codes of practice in the UK, each 20 credit module represents a total of approximately 200 hours work.

Typically, an ICM Advanced Diploma comprises 240 Credits being 12 subjects of 20 credits each. Students must complete 4 subjects at each level leading to the awards of Certificate, Diploma or Advanced Diploma.

A 20-credit course is assumed by the ICM and accordingly assessed by the Examiners, to require 200 hours of your work, all told.

20 credit modules involve a notional 200 hours of study which is subdivided into appropriate categories, such as lectures, seminars, preparation time, directed study, time spent on assessment items and exam preparation. Approximately one quarter of this time should be devoted to contact time. A further one quarter of this time should relate to directed learning. The balance of effort is made up of individual student learning and revision.

Note that for a module delivered in standard mode, the ICM examinations calendar accommodates a teaching year of approximately 2 x 26 teaching weeks, including 4 weeks of revision/end of year assessment. This enables teaching to take place around the 2 major exam sittings of the year being June and December and for re-sits to take place around the other exam sittings.

Furthermore, each module is assigned to a particular 'Level', each Level corresponding to the subjects contained within the programmes leading to the awards of Certificate, Diploma or Advanced Diploma.

As a rule and unless there is a specific exception stated, you must take course modules as follows:

Certificate at Level 1 (or higher)

Diploma at Level 2 or 1/2 (or higher)

Advanced Diploma at Level 3 or 2/3

ICM Qualifications and Progression

Understanding your qualifications is important and the following guidelines outline how ICM qualifications fit with the UK National Qualifications Framework and our own ICM membership programme.

ICM has benchmarked its qualifications against the UK National Qualifications Curriculum Framework and the Department for Education and Skills (www.dfes.gov.uk) level descriptors.

Having compared the original and revised NQF levels and their broad indications of FHEQ levels, the Institute of Commercial Management has produced the following level descriptors which should be read in conjunction with the table below.

ICM approves a number of qualifications for entry to Associate Membership and Graduate Membership of the Institute of Commercial Management. The appointment to Fellow is an exceptional appointment and demands exceptional experience as well as qualifications.

It is important to realize that this table provides a general guideline only and that each application will be assessed on its own individual merits.

In addition to academic qualifications existing and prospective members should check that they meet any relevant experience requirements.

ICM Certificates

Entry to ICM Certificates requires completion of secondary education or equivalent as specified on each course syllabus.

ICM Certificates typically comprise 4 or 5 post Secondary School level units and represent a level of qualification that recognises the ability to gain, and where relevant apply a range of knowledge, skills and understanding.

ICM Certificate holders should be able to display competence in the application of knowledge in the performance of a range of varied work activities, some of which may be routine and predictable with some being complex or non-routine.

Learning at this level involves obtaining knowledge and skills appropriate for people working semi-independently, or receiving basic supervision and training from others in their field of work.

Students should begin to develop a degree of individual responsibility or autonomy in their study as well as the ability to collaborate with others, perhaps through membership of a work groups or teams.

Progression is available from the Certificate into the first year of pertinent degree programmes at Bolton University, Southampton Solent University, and Swansea Institute

ICM Diplomas

Entry to the ICM Diploma requires completion of an ICM Certificate or equivalent programme of study.

ICM Diplomas typically comprise 4 or 5 post Certificate level units and represent a level of qualification that recognises the ability to gain, and where relevant apply a range of knowledge, skills and understanding.

ICM Diploma holders should be able to display competence in the application of knowledge in a broad range of varied work activities performed in a wide variety of contexts, most of which are complex and non-routine.

Learning at this level involves obtaining detailed knowledge and skills and is appropriate for people working independently, or providing basic supervision and training of others in their field of work and people wishing to go to university.

Progression is available from the Diploma in to the second year of pertinent degree programmes at Bolton University, Southampton Solent University, and Swansea Institute

ICM Advanced Diplomas

Entry to an ICM Advanced Diploma requires completion of an ICM Diploma or equivalent qualification.

ICM Advanced Diplomas typically comprise 4 or 5 post Diploma level units and represent a level of qualification that involves specialist learning and detailed analysis of a high level of information and knowledge in a specified area of work or study.

Students perusing an ICM Advanced Diploma should demonstrate the ability to increase their depth of knowledge and understanding of an area of work or study to enable them to formulate solutions and responses to complex problems and situations.

Qualifications such as this are appropriate for people working as higher grade supervisors, professionals or managers who need to demonstrate high levels of knowledge, a high level of work expertise in job roles and competence in managing and training others. Learning at this level is appropriate for people working in technical and professional jobs, and/or managing and developing others.

The NQF equivalent is Level 5 and these qualifications are equivalent to UK intermediate Higher Education qualifications such as HND's Diplomas of Higher Education and Foundation Degrees that do not typically provide access to postgraduate programmes.

Progression is available from the Advanced Diploma in to the final year of pertinent degree programmes at Bolton University, Southampton Solent University, and Swansea Institute.

Graduate Diplomas

Students at this level study highly developed and complex levels of knowledge which enables the development of in-depth and original responses to complicated and unpredictable problems and situations.

Learning at this level involves the demonstration of high level specialist professional knowledge and is appropriate for senior professionals and managers. Indicative competencies involve the application of a range of fundamental principles across a wide and often unpredictable variety of contexts as well as the ability to perform technical or professional work activities in a variety of contexts with a substantial degree of personal responsibility and autonomy.

A qualification at this level is appropriate for people working as knowledge-based professionals or in professional management positions.

This qualification is equivalent to a Bachelors degree with honours, graduate certificates and graduate diplomas.

Relative Positioning of ICM Qualifications

National Qualifications Framework		Framework for ICM Levels	Framework for Higher Education Qualification levels (FHEQ)
Original levels	Revised levels		
Level 5 NVQ in Construction	Level 8 Specialist awards		D (doctoral) doctorates
Project Management* Diploma in Translation	Level 7 Diploma in Translation		M (masters) masters degrees, postgraduate certificates and diplomas
Level 4 NVQ in Advice and Guidance* Diploma in Management BTEC Higher National Diploma in 3D Design Certificate in Early Years Practice	Level 6 Diploma in Management	ICM Graduate Diploma	H (honours) bachelors degrees, graduate certificates and diplomas
	Level 5 BTEC Higher National Diploma in 3D Design	ICM Advanced Diploma	I (intermediate) diplomas of higher education and further education, foundation degrees, higher national diplomas
	Level 4 Certificate in Early Years Practice	ICM Diploma	
		ICM Certificate	C (certificate) certificates of higher education
Level 3 Certificate in Small Animal Care NVQ in Aeronautical Engineering A levels			
Level 2 Diploma for Beauty Specialists NVQ in Agricultural Crop Production GCSEs Grades A*-C			
Level 1 Certificate in Motor Vehicle Studies NVQ in Bakery GCSEs Grades D-G			
Entry Entry Level Certificate in Adult Literacy			

ICM Academic Calendar

Examinations

Examinations are externally set and marked by the Institute. Examinations are held in March, June, September and December each year. Candidates must be registered and paid-up Student Members of the Institute at the time they undertake the examinations.

ICM examinations take place four times each year in March, June, September and December with invigilation by ICM approved centres, British Council or similar.

Exam papers are securely distributed to centres and scripts are graded in the UK by ICM appointed markers.

Results and certificates are issued approximately twelve weeks from receipt of candidates' answer scripts.

Full details of exam dates are sent to ICM Approved Centres.

Examination Closing Dates

Candidates entering for examinations must ensure that their completed examination entry forms and fees reach the Institute at least eight weeks before the date of the examinations. Examination timetables indicate the closing date for receipt of entries for each sitting.

Examination Results

These are distributed within twelve weeks after each examination diet. Please do not call for results as we can not disclose confidential information over the phone.

Subject Exemptions

Students holding relevant recognised qualifications from other professional bodies may apply for exemptions on a subject-for-subject basis.

Study Methods

Your Teaching Centre has been provided with a detailed syllabus and reading list for each subject area. Each subject syllabus clearly defines the areas that you will be required to cover for each subject and your examination questions will be based on the areas and topics detailed for each subject. It is important to ensure that you obtain a copy of each subject syllabus from your Teaching Centre.

Each subject syllabus is normally linked to one main textbook and the examiners base their questions on the contents of the nominated text.

The subject syllabuses also give details of 'Alternative Texts' and texts recommended for further reading. Where possible you should read one or more of the 'Alternative Texts' in order to broaden your knowledge of the subject area.

Copies of past examination papers and other forms of assessment

The 24-7 website provides you with a database of recent exam papers at:
www.icm.ac.uk

Subject advice, educational guidance and student support

You are expected to be independent and to take responsibility for you own academic and personal life. However, your study centre should also provide help and assistance. Your tutors will direct your studies and ensure that you know what work you need to cover in any given module. Seek advice from academic staff either during or after class or see them during their office hours.

Module Information

This programme is designed for those who seek to develop their marketing skills and knowledge. It is suitable for both business students and for those who may be working in an Advertising, Sales, Marketing or PR environment.

Programme Objectives:

To provide students with a body of knowledge which will:

- enable them to understand and identify consumer needs and trends
- enable them to understand, define and segment markets
- provide an understanding of the importance of pricing and pricing strategies
- develop an understanding of channels of distribution and routes to market
- develop an understanding of the patterns of consumer behaviour
- enable them to develop and apply advertising and promotional strategies
- provide them with a qualification which will enable them to progress to higher level marketing or communications studies at a later stage in their business or academic careers.

Recommended Course Duration

To help calculate the duration of the programme, please refer to the section entitled 'Student Work Load'

It is expected that a student will need at least 6 months of full-time study at an ICM Approved Centre for each level to complete this programme.

Examination Grades

Grade A - Distinction	70% and above
Grade B - Credit	60% to 69%
Grade C - Pass	50% to 59%
Grade D - Marginal Pass	40% to 49%
Grade F - Fail	39% and under

Continuing Education

The ICM Diploma in Marketing is recognised by other professional examining bodies for subject and level exemption purposes. It may also be offered as an entrance qualification for first degree studies (subject to examination grades obtained). Those over the age of 23 who hold the ICM Graduate Diploma in Marketing may apply to undertake the MBA (Marketing) offered by the University of Leicester.

Entry Requirements

The Institute operates an 'Open Entry' policy in respect of many of its vocational programmes but prospective students should note that the following entrance qualifications are recommended for those wishing to undertake this programme:

- 1 The ICM Business Studies Group Certificate
- 2 One GCE A-level plus Three GCSEs (or equivalents)
- 3 Five GCSEs at grades A, B or C (or equivalents)
- 4 A suitable BTEC National Award
- 5 Any qualification equivalent to one of the above.

Applicants over the age of 19 who do not hold one of the recommended entrance qualifications may also register for the programme providing they have been in full-time employment for a minimum of two years

Course Structure

The Diploma in Marketing

- 1 Advertising
- 2 International Business Communications
- 3 Marketing
- 4 Public Relations
- 5 Quantitative Methods for Managers

(The ICM Diploma in Marketing is awarded on completion of all Part 1 subjects)

The Advanced Diploma in Marketing

- 6 Business Ethics & Customer Care
- 7 Buyer Behaviour & Consumerism
- 8 IT for Marketing Management
- 9 Management Theory & Practice
- 10 Marketing Management

(The ICM Advanced Diploma in Marketing is awarded on completion of all Part 1 & Part 2 subjects)

The Graduate Diploma in Marketing

- 11 Financial Management
- 12 International Marketing
- 13 Marketing Policy & Strategy (Case Study)
- 14 Marketing Research
- 15 Strategic Marketing Management

(The ICM Graduate Diploma in Marketing is awarded on completion of all Part 1, Part 2 & Part 3 subjects)

Advertising

Course Title	Advertising
Unit Code	ADV-0605
Level	2
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
<p>The main aim of this unit is to build on basic marketing knowledge in order to enable students to understand, set up and monitor a publicity campaign.</p> <p>Wherever possible, it is recommended that students should be given every opportunity to learn and experiment with skills involving the use of technical equipment such as cameras, tape recorders and editing equipment during the preparation and presentation of an advertising campaign.</p> <p>The unit is designed to develop students' abilities in working as members of a team and communication skills within their team and with an audience. Problem solving, application of numeracy and accounting skills and decision-making will be necessary in order to complete a campaign brief.</p>	
Main Topics of Study:	
Advertising & the Marketing Function:	History of Advertising / Definitions / Costs / Advertising & the Marketing Mix / Advertising as a Communication Process
Types of Advertising:	Consumer Advertising / Industrial Advertising / Trade Advertising / Retail Advertising / Financial Advertising / Recruitment Advertising
The Advertising Agency:	Role of the Advertising Agency / Recognition & the Commission System / Service Agencies / Media Independents / A La Carte Agencies / Agency Personnel / Advertising Agency Jargon
Advertising Media - Above-The-Line:	Definitions / The Press / Radio / Television / Alternative Television / Cinema / Outdoor & Transportation
Advertising Media - Below-The-Line:	Types of Media & Their Applications
Sales Promotion:	Growing Importance of Sales Promotion / Types of Sales Promotion Scheme / Terminology / Problems & Risks
Sponsorship:	Definition & Examples / Objectives / Cost-Effectiveness

Direct Mail & Direct Response:	Characteristics of Direct Mail / The Sales Letter & Enclosures / Mailing Lists / Mail Drops / Direct Response Marketing / Consumer Protection
Exhibitions:	Importance of Exhibitions / Types of Exhibition / Characteristics of Exhibitions / Using Exhibitions
Copywriting:	Writing Copy that Sells / Copy Devices / Copy Elements
Layout & Typography:	Planning the Advertisement / Design & Layout / Typography / Television Commercials
Printing Processes:	The Five Main Processes / Choice of Process
Public Relations:	Differences between Public Relations & Advertising / Public Relations Consultancy Services / In-House Public Relations Departments / Public Relations & Advertising / Press Relations
Corporate Advertising:	Prestige or Institutional Advertising / Advocacy or Issue Advertising / Diversification & Take-Over / Crisis Advertising / Financial Advertising
Advertising Research:	Value of Research / Research in Developing Countries / Research Before, During & After the Campaign / Media Research - Sources of Statistics / Tracking Studies
Law & Ethics of Advertising:	Legal & Voluntary Controls / Law of Contract / Defamation / Statute Law / Voluntary Controls
Planning & Executing an Advertising Campaign:	Preliminary Discussions / Development of Copy Platform / Preparing the Campaign / The Campaign & Afterwards

Learning Outcomes for the Unit

At the end of this Module, students will be able to:

1	Understand thoroughly the nature, structure, function and operations of the advertising and promotion industries in the UK and worldwide
2	Articulate a thorough understanding of the nature, structure, function and operations of the advertising and promotion industries in the UK and worldwide
3	Explain the relationship between advertising and promotion, public relations and marketing objectives.
4	Analyse and explain the importance of the role played by advertising and promotional activities in effectively executing the corporate objectives of various types of organisations.
5	Explain the construction and working of the advertising and promotion industries and the interactions between the various organisations which constitute them.
6	Discuss the impact of advertising and related activities on society and the way controls to regulate their use are instituted in various countries.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-6	4	-	2,3,4,6	
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	-		1-6	

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Weighting:

Assignment One:	0%
Assessment Two:	0%
Examination: 3 hours duration	100%

Indicative Reading for this Unit:

Reading List

Main Text:

Advertising - Frank Jefkins - 4th Edition (Longman)

Alternative Text and Further Reading:

Strategic Advertising Management – L Percy (Oxford University Press)

Integrated Marketing Communications – (BPP)

Guideline for Teaching and Learning Time (10 hrs per credit)

50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

International Business Communications

Course Title	International Business Communications
Unit Code	IBC 101-05
Level	1/2
Credits	20
Unit Leader	BT
Pre-requisites	
Main Aim(s) of the Unit:	
To prepare students to address business communication situations encountered in their careers through the writing of memoranda, letters, reports, resumes, electronic messages; manuals with terms, mechanisms and instructions; process analysis; proposals; web portfolios; delivering oral presentations, in order to develop interpersonal skills and to foster critical thinking and problem-solving skills through the writing of effective communication for assigned business scenarios / situations.	
Main Topics of Study:	
Correspondence & Reports:	Letters / Memoranda / Varieties of Report / Compiling a Report / Summary / Terms of Reference / Procedure / Collection of Information / Questions to be Asked / Recording the Information / Analysis of the Findings / Searching for Solutions / Conclusions & Recommendations / Illustrations / Appendices / Writing the Report / Revision & Editing
Summarising:	Uses of Summarising Techniques / Note Taking / Brief Summaries / Longer Summaries
Advertising & Publicity:	Direct Advertising / Classified Advertisements / Display Classified Advertisements / Display Advertisements / Content & Style of Advertisements / Direct Mail Advertisements / Radio & Television / Press Releases / Articles
Manuals, Instructions & Form Design:	Booklets & Handbooks / Procedure Manuals / Instructions for Equipment Use / Job Instructors' Manuals / Written Instructions / Form Design
Meetings & Their Documentation:	Notice of Meeting / Agenda / Agenda Papers / Chairman's Agenda / Recording Meetings / Writing Up Minutes / The Minute Book / Writing Meetings Reports / The Main Types of Meetings / Rules Governing Meetings / What the Rules Cover / Procedures & Conventions / Chairmanship / The Role of the Secretary / Committee Members / Presenting a Case / Speeches & Lectures / The Art of Acting / Preparing the Speech / Visual Aids / Delivery / Stance / Answering Questions
Spoken Communication:	Telephone Techniques / Dictating / Interviews / Selection Interviews / Interview Techniques / Assessment / Applying for Employment / Other Interviews / Appraisal / Reward Review / Counselling / Grievances / Reprimands / Dismissal / Termination / The Effectiveness of Interviews / Radio & Television Interviews
The Role of Audio-Visual	Choosing Your Media / Basic Techniques / The Media

Aids:	
Thinking & Planning:	The Thinking Process / Thinking Techniques / Developing Reasoning / Considering the Recipient / Planning / Sample Plans
Language:	The Wrong Words / Emotive Language / Too Many Words / The Fog Index / The Right Words / Style & Tone / Sentence Structure / Paragraph Structure / Reference Books / Listening / Reading
Non-Verbal Communication:	The Nature of Non-Verbal Communication / Behavioural Patterns / The Effect on Spoken Communication
Charts & Graphs:	Tables / Line Graphs / Supply & Demand Curves / The ABC or Pareto Curve / Breakeven Charts / Z Charts / Bar or Block Charts / Gantt Charts / Histograms / Frequency Polygons / Pie Charts / Pictograms / Cartograms / Scatter Diagrams / Activity Charts & Flow Charts / Decision Tables & Algorithms / Organisation Charts
Analysis & Interpretation:	Applications at Work / Effective Approaches / Examination Questions / The Nature of Comprehension Questions / Method / General Advice / Types of Questions
External & Internal Communication:	Internal & External Communication / Contact With the Public
Management Communication:	The Need to Improve / Structure & Line Communication / The Place of Informal Communication / The Choice of Media / The Effect of Communication on Human Interaction
Information Technology:	The Technological Developments Already in Use / Developments Foreseeable this Century / Effects on the Process of Communication / Effects of Advanced Technology on Communication
Learning Outcomes for the Unit	
At the end of this Module, students will be able to:	
1	Demonstrate how business communication strategies and principles can be applied to prepare effective communication for domestic and international business situations
2	Discuss the relative merits of and appropriate organisational formats and channels used in developing and presenting business messages
3	Demonstrate understanding of the mechanics of oral and written communication including presentations, memos, letters, and reports.
4	Demonstrate language skills competency in grammar, spelling, punctuation, capitalization, number usage, and sentence structure by communicating in concise, clear, straightforward language.
5	Explain relative merits and mechanisms for communicating via electronic mail, Internet, and other electronic media.
6	To deliver an effective oral business presentation (Non credit bearing assessment)
7	To demonstrate problem-solving and critical-thinking skills by analysing business problems, resulting in functional business documents, memoranda, letters, and/or reports.
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.	

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-7	2,5,7	1-7	1,2,5,7	6
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
7	1-7	1,2,6,7	1-7	0
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Main text:				
Main Text:				
Mastering Business Communication - L A Woolcott & W R Unwin (Macmillan)				
Alternative Text and Further Reading:				
Practical Communications - F W Bergin (Pitman)				
People of Communication - D W Evans (Pitman)				
Basic Business Communication – K Lesikar (McGraw Hill)				
Guideline for Teaching and Learning Time (10 hrs per credit)				
50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.			
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc			
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.			

Marketing

Course Title	Marketing (Valid from June 2006 exams)
Unit Code	MK-0905
Level	1 / 2
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
To provide students with a foundation for the analysis of marketing within organizations including decision making processes, segmentation, the role of information and the marketing information system, the marketing mix, internal and external influences affecting strategy, competitor analysis and positioning.	
Main Topics of Study:	
Concept & Process of Marketing	
The Marketing Concept:	Evolution of Marketing / Business Orientations / Societal Issues & Emergent Philosophies / Customer & Competitor Orientation / Efficiency & Effectiveness / Limitations of the Marketing Concept /
Marketing process overview:	Marketing Audit / Integrated marketing / Environmental Analysis / SWOT Analysis / Marketing Objectives / Constraints / Options / Marketing planning /
Costs and benefits:	Benefits of Building Customer Satisfaction / Service and Customer Care / Relationship Marketing / Customer Retention / Customer Profitability / Total Quality Marketing /
Segmentation, Targeting & Positioning	
Macro-environment:	Environment Scanning / Political, Legal, Economic, Socio-cultural, Ecological & Technological Factors /
Micro-environment:	Stakeholders (Organisation's Own Employees, Suppliers, Customers, Intermediaries, Owner's Financiers, Local Residents, Pressure Groups & Competitors) / Direct & Indirect Competitors / Porter's

	Competitive Forces /
Buyer Behaviour:	Dimensions of Buyer Behaviour / Environmental Influences / Personal Variables - Demographic, Sociological, Psychological-motivation, Perception & Learning / Social Factors / Psychological Stimuli / Attitudes / Other Lifestyle & Life Cycle Variables / Consumer & Organisational Buying /
Segmentation:	Process of Market Selection / Macro & Micro Segmentation / Bases for Segmenting Markets: Geographical, Demographic, Psychographic & Behavioural / Multivariable Segmentation & Typologies / Benefits of Segmentation / Evaluation of Segments & Targeting Strategies / Positioning / Segmenting Industrial Markets / Size / Value / Standards / Industrial Classification /
Marketing mix	
Products:	Products & Brands - Features, Advantages & Benefits / The Total Product Concept / Product Mix / Product Life-cycle & Its Effect on Other Elements of the Marketing Mix / Product Strategy / New Product Development / Adoption Process /
Place:	Customer Convenience & Availability / Definition of Channels / Types & Functions of Intermediaries / Channel Selection / Integration & Distribution Systems / Franchising / Physical Distribution Management & Logistics / Ethical Issues /
Price:	Perceived Value / Pricing Context & Process / Pricing Strategies / Demand Elasticity / Competition / Costs / Psychological / Discriminatory / Ethical Issues /
Promotion:	Awareness & Image / Effective Communication / Integrated Communication Process / Promotional Mix Elements / Push & Pull Strategies / Advertising Above & Below the Line / Packaging / Public Relations & Sponsorship / Sales Promotion / Direct Marketing & Personal Selling / Branding / On-line Marketing /
Different Marketing Segments & Contexts	
Consumer Markets:	Fast-moving Consumer Goods / Consumer Durables / Co-ordinated Marketing Mix to Achieve Objectives /
Organisational Markets:	Differences From Consumer Markets / Adding Value Through Service / Industrial / Non-profit Making / Government / Re-seller /
Services:	Nature & Characteristics of Service Products - Intangibility, Ownership, Inseparability, Perishability, Variability / Heterogeneity - the 7Ps / Strategies / Service Quality / Elements of Physical Product Marketing / Tangible & Intangible Benefits /
International Markets:	Globalisation / Standardisation Versus Adaptation / The EU / Benefits & Risks / Market Attractiveness / International Marketing Mix Strategies /

Learning Outcomes for the Unit				
At the end of this Module, students will be able to:				
1	Understand the marketing environment and the scope of tasks undertaken in marketing in the context of different organizational situations in which marketing is applied.			
2	Understand the decision making processes within consumer and organizational buying situations explain the ways in which market segments are defined and recognise the importance of information in decisions concerning customers and markets.			
3	Assess the role of the marketing mix within the context of marketing decision making.			
4	Examine various marketing strategies used within different organizations and competitive situations			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	3,4	3,4	3,4	
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
		3,4	1-4	
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Main Text: Marketing: HND Mandatory Unit 1. BPP Professional Education ISBN 0-7517-1243-4				
Alternative Texts and Further Reading: Fundamentals of Marketing - W G Leader & N Kyritsis (Stanley Thorne) Marketing Principles and Practice – D Adcock (Pearson Publishing) Principles of Marketing - Kotler (Prentice Hall)				

Guideline for Teaching and Learning Time (10 hrs per credit)	
50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

Public Relations

Course Title	Public Relations
Unit Code	PR 06-05
Level	2/3
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
<p>This module enables students to develop a critical understanding of the practical context of PR and acquire an understanding of the practitioner's role and duties. Students are encouraged to develop self-confidence in written and presentation skills through a combination of class work and class presentations. The course should also encourage the development of self confidence in independent thinking, critical self awareness and self-evaluation whilst encouraging an enquiring, analytical, and creative mind.</p>	
Main Topics of Study:	
The Role of PR:	PR - A Management Discipline / Models of PR Practice / PR Practitioners' Roles / Boundary Spanning & Systems Theory
Evolution of PR	Principles & Practice / Definitions & Meaning of PR / Relations between PR & Marketing / Functional Areas of PR / PR Activities / Marketing PR
PR: A strategic Perspective	Defining the Concept of Strategy / Strategic Implications for PR / Generic Approaches to Strategy / The Strategic Potential of PR / Strategic Management for PR
Internal & External PR:	Implications of Organisational Structure & Culture for the Role & Scope of PR / Researching the Organisation / External People & Groups / The Organisation Publics / Evaluating & Defining Key Publics / External PR Activities / Corporate Identity & Image / Strategic PR / New Developments in External PR
Corporate Social Responsibility:	The Social Responsibilities of Organisations / Community & Environmental Responsibilities / The Demands of Public Opinion / Discharging the Organisation's Social Responsibilities / Ethical Implications / Long-Term Implications /
Financial & Investor PR:	Importance of PR to Financial Services / Publics for Stock & Currency Markets / Publics for Insurance / Fund Manager Publics / Retail Publics / PR Strategies in Relation to Financial Services / Research & Its Applications to Financial & Investor Public Relations /
Government & Lobbying Activities:	Theoretical Perspective Underpinning Lobbying Practices / Governmental Activities & Lobbying from the PR Perspective / Main Elements of Lobbying / Measurement of Effectiveness /
Corporate Advertising:	Introduction to Corporate Advertising / Value of Corporate Advertising / Media for Corporate Advertising / Effective Corporate Campaigns / Psychological Perspectives on Corporate Advertising / Branding Strategy & Brand Equity / Criticisms of Corporate Advertising / The Future of Corporate Advertising /

Issue & Crisis Management:	Introduction to Issues Management / Nature of Crises / Planning to Communicate in a Crisis / The Risk Audit / Defining the Audiences/Publics / Procedure Development / Training Required / Testing - Exercise Simulation			
Interaction between PR & Marketing:	Debate Issues between PR & Marketing / Increased Importance of PR / Marketing PR (MPR) & Corporate PR (CPR) / The Marketing Perspective of PR / Spheres of Responsibility for Marketing & PR / Marketing PR (MPR) in the Marketing Mix / Using Marketing PR			
Developing a Research Framework & Evaluating the PR Efforts:	Development of Research Methods & Objectives / Research Design - Practical Applications of Research Methods / The Nature of Evaluation / Barriers to Effective Evaluation / Models of Evaluation / New Evaluation Approaches / Integration & Planning of Campaigns & Programmes /			
Learning Outcomes for the Unit				
At the end of this Module, students will be able to:				
1	Explain the tools of the PR professional and how they can be applied			
2	Articulate and evaluate the PR process, its function and the role of the PR practitioner			
3	Apply the PR process and techniques to different contexts and markets			
4	Produce written responses demonstrating their critical awareness, writing skills and creativity			
5	Make a detailed evaluation of one of a PR campaign			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	2-5	1-5	2,3,4,5	1-5
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
2-5	1-5	2-5	1-5	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				

Main Text:

Public Relations: Principles & Practice - P J Kitchen (Thompson Learning)

Alternative Text and Further Reading:

The Practice of Public Relations - Sam Black (Butterworth/Heinemann)

The Essentials of Public Relations - Sam Black (Kogan Page)

Guideline for Teaching and Learning Time (10 hrs per credit)

50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

Quantitative Methods for Managers

Course Title	Quantitative Methods
Unit Code	QM-0605
Level	2/3
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
<p>The aim of this module is to help equip students with some of the quantitative analysis skills that are relevant to the study of Business as a whole and does so through three principle aspects of quantitative methods namely; finding and identifying appropriate information, analysing the information in appropriate ways and presenting the results to other people in helpful and attractive formats.</p>	
Main Topics of Study:	
Basic Mathematics:	Basic Mathematical Skills / Percentages & Proportions / Powers & Roots / Variables & Formulae / Equations / Linear Equations
Collecting Data:	Using Statistics / Types of Data / Sampling
Presenting Data:	Tables / Frequency Distributions / Charts / Histograms / Drawing Graphs / Types of Graph / Z Charts
Index Numbers:	Index Relatives / Price Indices & Quantity Indices / Laspeyre & Paasche Methods / Composite Index Numbers / Retail Price Index (UK) & Stock Exchange Indices
Averages & Dispersion:	The Concept of an Average / The Arithmetic Mean / The Mode / The Median / Dispersion
Estimation & Hypothesis Testing:	Population & Samples / The Standard Error & Confidence Limits / The Principles of Hypothesis Testing / Differences between Means / Differences between Proportions / Small Sample & the T Test / Nonparametric Tests / The Chi-Square Test
Correlation & Regression:	Calculating & Interpreting the Regression Line / Method of Least Squares / The Correlation Coefficient / Rank Correlation / Interpretation & Use of the Correlation Coefficient
Time Series:	The Analysis of Time Series / Finding the Trend & Seasonal Variations / Forecasting
Breakeven Analysis:	An Introduction to Breakeven Analysis / Breakeven Charts
Network Analysis:	An Introduction / Presenting Projects as Networks / The Critical Path, Event Times & Floats / Uncertain Activity Duration
Learning Outcomes for the Unit	
At the end of this Module, students will be able to:	

1	Identify appropriate types of quantitative information and their sources.			
2	Rationalise and structure information and data.			
3	Analyse information in an appropriate method to extract all relevant trends, patterns and points of importance.			
4	Present results of analysis in an informative and attractive manner appropriate for clients, partners and business colleagues			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	2,3,4	2-4	3-4	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	-	3,4	1-4	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Main Text: Business Basics in Quantitative Methods for First Year Degree Students - (BPP Publishing)				
Alternative Texts and Further Reading: Statistics for Marketing & Business - R Galloway (Stanley Thornes) A First Course in Statistics - D Booth (DP Publications)				
Guideline for Teaching and Learning Time (10 hrs per credit)				
50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.			
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc			

100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.
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Business Ethics & Customer Care

Course Title	Business Ethics and Customer Care	
Unit Code	BECC-0605	
Level	2 / 3	
Credits	20	
Unit Leader	KE	
Pre-requisites		
Main Aim(s) of the Unit		
<p>This module aims to highlight that business ethics calls for a conscious decision to act honourably and correctly when dealing with staff, suppliers and customers. It encourages students should be aware of the major ethical dilemmas which they might face in business, know how to handle them and how to formulate and communicate ethical policies to other members of staff working with or for them.</p>		
Main Topics of Study:		
Basic Issues in Business Ethics:	Myth of a Moral Business / Autonomy of Business / Stakeholders	
Ethical Theories & Moral Choice:	Ethics & Morality / Leading Theories of Ethics	
Managers' Obligations:	Legal & Moral Bases / Insider Trading / Whistle blowing	
Employee Rights:	Employment Security / Privacy / Participation	
Customers:	Product Safety / Ethics in Sales	
Competitors & Suppliers:	Company Obligations / Intelligence Gathering / Fairness & Respect	
Ethics in a Global Context:	Employee Rights / Bribery & Extortion	
Operationalising Ethics:	Individual Wrongdoing / Organisational Misconduct	
Ethics & Excellence:	Business Judgement / Assessing Precedents / Creating Value for Stakeholders	
Customer Service Representatives:	Role / Building Relationships	
Creating Opportunities:	Understanding the Customer / Customer Comments / Masking / Pacing the Sales Conversation	
Questioning Techniques:	Types of Questions / Action Steps / Multi-layered Probing Questions / Levels of Customer Interest	

Funnelling:	Vehicle for Change			
Determining the Decision Makers:	Reading the Signals / Presenting the Solution			
Overcoming Resistance:	Problem Resolution / Gaining Commitment			
Learning Outcomes for the Unit				
At the end of this Unit, students will be able to:				
1	Develop and defend their own point of view on the subjects of ethics and customer care.			
2	Explain the changing role of business in society, and be familiar with some of the business initiatives which demonstrate changing notions of business responsibility.			
3	Analyse case studies, demonstrating clear critical thinking and apply ethical theory to investigate the moral perspectives in the case.			
4	Define the term customer care and explain its principles, importance and benefits of customer care to organisations.			
5	Analyse, synthesise and evaluate a range of variables which are involved in the development and implementation of customer care programmes.			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-5	3,5	1,3,5	1,3,5	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
1	1-5	3,5	1-5	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
3 Hour Examination				100%
Note: There will be TWO parts to the examination, each consisting of FOUR questions/short case studies. Part A will be drawn from the Business Ethics section of the syllabus and Part B will be drawn from the Customer Care section of the syllabus. Candidates will be required to answer FIVE questions - with a minimum of TWO questions from each Part.				
Indicative Reading for this Unit:				
Business Ethics Main Text:				

The Ethical Manager - R M Green (Macmillan)

Alternative Texts and Further Reading:

Business Ethics: A European Approach - B Harvey (Prentice Hall)

Ethical Environment & The Company - Burke (Institute of Business Ethics)

Resolving Ethical Dilemmas - Mathews (Sage Publications)

Workplace Ethics - Clarke (Rowman)

Customer Care Main Texts:

Proactive Customer Service - C D Brennan (American Management Association)

Alternative Texts and Further Reading:

The Golden Rules of Customer Care - Sewell (Business Books)

The Complete Guide to Customer Care - L M Nash (Mercury)

Guideline for Teaching and Learning Time (10 hrs per credit)

50 hours	<p>Lectures / Seminars / Tutorials / Workshops</p> <p>Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p>Directed learning</p> <p>Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc</p>
100 hours	<p>Self managed learning</p> <p>Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>

Buyer Behaviour & Consumerism

Course Title	Buyer Behaviour and Consumerism
Unit Code	BBC-0605
Level	2/3
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
To facilitate an understanding of the research, analysis and utilisation of knowledge concerning consumer behaviour	
Main Topics of Study:	
Introduction:	What is Consumer Behaviour? / Why We Study Consumer Behaviour / Why the Field of Consumer Behaviour Developed / The Role of Consumer Behaviour
Consumer Research:	The Consumer Research Process / Developing Research Objectives / Collecting Secondary Data / Designing Primary Research / Data Collection / Analysis & Report Preparation
Analytical Segmentation:	Who Uses Market Segmentation and How / Bases for Market Segmentation, Including Social Class, Social Status, Family, Company Size, Product Usage & Location / Implementing Segmentation Strategies
Consumer Needs & Motivation:	Motivation / Needs / Goals / Positive & Negative Motivation / Dynamic Nature of Motivation Including Frustration & Arousal of Motives / Types & System of Needs / Motivation Research
Personality & Consumer Behaviour:	What is Personality / Theories of Personality / Personality & Understanding Consumer Diversity
Consumer Perception:	What is Perception? / The Dynamics of Perception / Consumer imagery
Learning & Consumer Involvement:	What is Learning? / Behavioural Learning Theories / Cognitive Learning Theories / Brand Loyalty & Brand Equity

Consumer Attitudes:	What are Attitudes? / Structural Models of Attitudes / Attitude Formation / Attitude Change
Group Dynamics & Reference Groups:	Types of Groups / Reference Groups & Their Applications / What is a Family? / Functions of the Family / Family Decision Making / The Family Life Cycle
Social Class & Behaviour:	What is social Class? / Measurement of Social Class / Lifestyle Profiles of the Social Class / The Affluent Consumer / The Non-Affluent Consumer
Cultures Influence on Behaviour:	What is Culture? / Characteristics of Culture / Measurement of Culture / Core Values / What is Sub-Culture? / Sub-Cultural Aspects of Consumer Behaviour
Diffusion of Innovations:	The Diffusion Process / The Adoption Process / A Profile of the Consumer Innovator
Consumer Decision Making:	What is a Decision? / Four Views of Consumer Decision Making / Models of Consumer Decision Making / Opinion Leadership / The Interpersonal Flow of Communication

Learning Outcomes for the Unit

At the end of this Module, students will be able to:

1	Articulate their understanding of the theory and practice of consumer behaviour.
2	Formulate solutions to case studies, practical examples and exercises.
3	Apply theoretical models that purport to explain consumer buying behaviour and use this knowledge to develop a model of a chosen consumer buying situation.
4	Apply the principal methods of marketing research and the analytical and interpretative skills to quantitative and qualitative data in the development of a marketing information system designed to trace buyer behaviour in the market place.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1	2,3,4	2,3,4	2,3,4	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):

-	-	2,3,4	2,3,4	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Main Text:				
Consumer Behaviour - Leon G Schiffman & Leshie Lazar Kanuk (Prentice Hall)				
Alternative Texts and Further Reading:				
Consumer Behaviour - Chris Rice (Butterworth/Heinemann)				
Guideline for Teaching and Learning Time (10 hrs per credit)				
50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.			
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc			
100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.			

IT for Marketing Management

Course Title	IT for Marketing Management
Unit Code	ITMM--0605
Level	3
Credits	20
Unit Leader	SB
Pre-requisites	
Main Aim(s) of the Unit:	
The module cover the theoretical concepts and nature of marketing communications and its application in practice developing integrated marketing communications (IMC) strategies and plans with a specific focus on new digital media development and deployment. This module develops understanding of practice supported by underpinning theory and introduces key aspects of developing an IMC including the role of new digital media.	
Main Topics of Study:	
Marketing's Challenge	More sophisticated and Demanding Customers / Changes in Product Management / The 'Virtualisation' of Distribution Channels / The 'Virtualisation' of Payments / The Increasing Globalisation of Markets / Marketing's Mid-Life Crisis /
The Arrival of the Digital Age	The Digital Revolution / Government & the Information Society / Business & E-Commerce / The Implications for Business /
How Can Marketing Respond?	A New Marketing Model for the Digital Age / The Marketing Potential of the Internet / Marketing Tips & Pitfalls / The Arrival of Digital Television & Interactive Services /
Conducting Marketing Research	The Use of IT in Primary Data Collection / The Use of IT in Secondary Data Collection / Using IT to Analyse Information / Continuous Marketing Research / Advertising Research / Other Research Applications /
Creating Customer Insight	Increasing Sophistication of Customer Segmentation / Using New Approaches to Customer Segmentation / Warehousing Customer Data / Mining Customer Data / Creating a Knowledge Organisation /
Creating the Customer Database	Marketing Information Systems / The Central Role of the Customer Database / Developing the Customer Database / Treating the Customer Database as a Strategic Resource /
Database Marketing & Direct Marketing	The Evolution of Database Marketing / The Value of Database Marketing / Direct Marketing / Managing Data Privacy Issues in the Digital Age /
Relationship Marketing	The Rise of Relationship Marketing / Customer Relationship Management / The Role of IT in Relationship Marketing /
Product – More Variety, Faster	Using IT to Improve the Range of Viable Offerings / Using IT to Increase Speed to Market / Using IT to Support the Product Development Life Cycle / Using Advanced Manufacturing Techniques in Product Commercialisation /

Price – What Are You Prepared To Pay?	E-Business is Rewriting the Pricing Rules / Establishing Accurate Costs / Making Well-Informed & Rapid Pricing Decisions /			
Place – Your Place Or Mine?	The Increasing Importance of Direct Channels / Indirect Channel Changes / Managing Multiple Distribution Channels /			
Promotion – The Market of One	Fragmentation of Television Advertising / Trends in Other Advertising Media / The Increasingly Targeted Nature of Sales Promotions / The Growth of the Internet as an Advertising Medium / The Potential of Digital Television and Radio / Growth of Public Relations on the Internet /			
Improving Sales Force Effectiveness	The Impact of the digital Age on the Sales Function / The Three Generations of Sales Force Automation / Successful Technology-Enables Selling /			
Delivering Customer Service & Support	Growth in Telephone-Based Customer Service / Call Centre Technology / Principles of Good Call Centre Management /			
Developing Marketing Systems That Work	Common Management Issues with IT / Specific Problems with IT in Marketing / IT Trends in the Digital Age / A Potential Way Forward /			
Learning Outcomes for the Unit				
At the end of this Unit, students will be able to:				
1	Critically evaluate marketing communication strategies and campaigns			
2	Synthesise concepts and theories from a range of marketing disciplines and integrate to formulate an IMC strategy			
3	Evaluate the impact of information technologies and developments in e-commerce on marketing communications strategy and practice			
4	Critically evaluate the impact of new digital media on IMC			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	1-4	1-4	1-4	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-4	1-4	1-4	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
3 Hour Examination				100%

Indicative Reading for this Unit:	
Main Text: Marketing in the Digital Age – J O'Connor & E Galvin (Prentice Hall)	
Alternative Texts and Further Reading: The Marketing Book – M J Baker (Butterworth/Heinemann) Marketing Management & Information Technology – W Flehher (Prentice Hall)	
Guideline for Teaching and Learning Time (10 hrs per credit)	
50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

Management Theory & Practice

Course Title	Management Theory and Practice
Unit Code	MTP-0605
Level	2 / 3
Credits	20
Unit Leader	GW
Pre-requisites	
Main Aim(s) of the Unit:	
<p>This module is designed to develop the knowledge and understanding students have of business and management by exploring how management theory and practice has responded to the development of economic and social activity. Issues to do with globalisation, international competition, international marketing, translational corporate strategy, and international regulatory institutions are examined with respect to their implications for the management of organisations.</p>	
Main Topics of Study:	
<u>Part One</u>	Introduction: Developments in Management Theory 1910-2000 / Definitions of Management
Management Theory	Classical Theories of Management: The Search for Principles of Management / Max Weber & the Idea of Bureaucracy /
	Human Relations & Social Psychological Theories: Motivation - The Early Theorists / Motivation - Later Theorists /
	Theories of Leadership & Group Behaviour: Leadership - Theory & Practice / Groups & Group Behaviour /
	Systems & Contingency Approaches to Management Theory: Organisation as Systems / Contingency Approaches to Management /
	Modern Approaches to Management Theory: Modern Approaches to Management /
<u>Part Two</u>	The Context of Management: Types of Business Organisation / Developing an Organisation Culture / Women in Management / The International Context of Management
Management in Practice	Management Planning: Strategic Aspects of Management / Objectives, Policies & Organisational Ethics / Performance Standards in Management / Decision-Making in Organisations / Human Resource Planning / Work Structuring, Job Design & Business Process Re-engineering
	Organising for Management: Organisational Structures / Delegation & Empowerment / Managing Change - Key Concepts / Implementing Change - Organisation Development / Communication in Organisations / Time Management & Personnel Effectiveness /

	Control in Management: Controlling Performance / Quality Standards & Management / The Role of Information Technology /			
Part Three Functional Management	Marketing Management: The Marketing Concept - Competitiveness & the Global Dimension / The Marketing Mix - Product & Price / The Marketing Mix - Promotion / The Marketing Mix - Distribution / Marketing Research / Marketing Organisation / Customer Services & Consumer Protection			
	Production Management: Production Planning & Control / Types of Production / Aids to Production / New Technology in Manufacturing			
	Personnel Management: Human Resource Management / Recruitment & Selection / Employee Development & Training / Performance Appraisal, Discipline & Grievances / Developing Managerial Competencies / Stress Management & Employee Counselling / Job Evaluation / Employee Relations & Collective Rights / Legal Aspects of Employment - Individual Rights			
	Financial Aspects of Management: Company Accounts / Budgets, Forecasts & Business Plans			
Learning Outcomes for the Unit				
At the end of this Unit, students will be able to:				
1	Evaluate theories of management and organisations and explain how they fit with the nature of the managerial task and process.			
2	Explain particular issues faced by small businesses			
3	Using case examples apply theory and concepts to business strategies from the perspective of top management and evaluate the concept of competitive advantage.			
4	Critically evaluate the management of organisational conflict and politics			
5	Articulate and illustrate the potential conflict between profit and social responsibility.			
6	Identify the characteristics of cross-cultural management and critically compare management styles			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1,6	2-6	-	2-6	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-6	2-6	2-6	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater				

depth learning experience.	
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:	Weighting:
3 Hour Examination	100%
Indicative Reading for this Unit:	
Main Text:	
Management Theory and Practice, 6 th Edition - G A Cole (Thomson Learning)	
Alternative Texts and Further Reading:	
Management - Dr R Bennett (Pitman)	
The Business of Management - D Thorrington (Prentice Hall)	
Understanding Organisations - C Handy (Penguin)	
Guideline for Teaching and Learning Time (10 hrs per credit)	
50 hours	<p>Lectures / Seminars / Tutorials / Workshops</p> <p>Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p>Directed learning</p> <p>Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc</p>
100 hours	<p>Self managed learning</p> <p>Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>

Marketing Management

Course Title	Marketing Management
Unit Code	MM-0605
Level	2/3
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
Using the introductory course in Marketing as a foundation, to study marketing decision making within an organization using an applied framework of marketing planning and control.	
Main Topics of Study:	
Marketing Management:	<ul style="list-style-type: none"> ▪ The Critical Role of Marketing in Organisations & Society ▪ Laying the Groundwork through Strategic Planning ▪ Managing the Marketing Process & Marketing Planning
Analysing Marketing Opportunities:	<ul style="list-style-type: none"> ▪ Marketing Information Systems & Marketing Research ▪ Analysing the Marketing Environment Analysing Consumer Markets & Buyer Behaviour ▪ Analysing Business Markets & Organisational Buying Behaviour Analysing Competitors
Researching & Selecting Target Markets:	<ul style="list-style-type: none"> ▪ Measuring & Forecasting Market Demand ▪ Identifying Market Segmentation & Selecting Target Markets
Designing Marketing Strategies:	<ul style="list-style-type: none"> ▪ Marketing Strategies for Differentiating & Positioning the Marketing Offer ▪ Developing, Testing & Launching New Products & Services ▪ Managing Products through their Product Life Cycle ▪ Deciding on International Market Entry ▪ Methods of Entry ▪ International Marketing programmes
Planning Marketing Programmes:	<ul style="list-style-type: none"> ▪ Managing Product Lines, Brands & Packaging ▪ Managing Service Business & Ancillary Services □ Designing Pricing Strategies & Programmes ▪ Selecting & Managing Marketing Channels ▪ Managing Retailing & Wholesaling

	<ul style="list-style-type: none"> ▪ Designing Communication & Promotion-Mix Strategies ▪ Designing Effective Advertising Programmes □ ▪ Designing Direct Marketing, Sales-Promotion & Public Relations Programmes ▪ Managing the Salesforce ▪ Managing Direct Marketing Operations ▪ Implementing Marketing Programmes ▪ Controlling Marketing Activities 			
Learning Outcomes for the Unit				
At the end of this Module, students will be able to:				
1	Understand the theory and practice of marketing decision making.			
2	Formulate solutions to case studies, practical examples and exercises.			
3	Apply marketing decision making principles to a wide variety of contexts within the non-profit and private sectors from small as well as large enterprises and from services and industrial markets as well as the traditional area of consumer marketing.			
4	Develop a marketing plan for a product or service.			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	2,3,4	2,3,4	2,3,4	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
	2,4	2,3,4	2,3,4	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Main Text:				

Marketing Management - Philip Kotler (Prentice Hall)

Alternative Texts and Further Reading:

Go International - Keith Monk (McGraw Hill)

Essentials of Marketing - G Lancaster & L Massingham (McGraw Hill)

Guideline for Teaching and Learning Time (10 hrs per credit)

50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

Financial Management

Course Title	Financial Management
Unit Code	FM-0605
Level	2/3
Credits	20
Unit Leader	JC
Pre-requisites	
Main Aim(s) of the Unit:	
The course examines the theory and practice of corporate financial management, including decisions company managers make in relation to sources and uses of funds, disclosure and the valuation implications arising. Where possible, topics will be considered in the context of the local financial environment and actual business practice.	
Main Topics of Study:	
The Construction of Financial Statements:	Company Accounts / Cash-Flow Statements
Using Accounting Information:	Accounting Ratios / Accounting Standards
Management Accounting:	Marginal Costing / Budgeting / Capital Investment Appraisal
Sources of Business Finance:	Long-term sources of finance / Short-term sources of finance
Mergers and Takeovers:	Reasons for Growth via Horizontal, Vertical, or Conglomerate Integration / Financing of Growth / The Construction of Basic Group Accounts
Capital Markets:	The Function of Stock Exchanges / Share & Bond Issues / Rights & Bonus Issues
Learning Outcomes for the Unit	
At the end of this Module, students will be able to:	
1	Have gained an understanding of the main decision areas in corporate finance, the issues arising and the financial environment in which these decisions are made.
2	Demonstrate an understanding of the current treatment of investment and financing in situations of certainty and uncertainty, and have acquired the knowledge and skills to be able to apply a number of techniques to assist the decision making process.
3	Be able to analyse, interpret and evaluate financial information as discussed in the course and previous courses.

4	Have become acquainted with current issues and developments in the area of corporate financial management.			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	2,3	2-4	1-4	2
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please
2-4	1-4	2-3	1-4	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Note: There is no single textbook that covers the syllabus. Finance and Accounting by Richard Giles can be used as a basic source book but <u>must</u> be supplemented by further reading from websites or textbooks such as Accounting for Non-Accounting Students (J R Dyson) and Business Accounting (F Wood).				
Main Text:				
Finance & Accounting – R Giles (ICM)				
Further Reading:				
Accounting for Non-Accounting Students - J R Dyson (Prentice Hall)				
Frank Wood's Business Accounting 2 – Wood & Sangster (Pitman)				
Guideline for Teaching and Learning Time (10 hrs per credit)				
50 hours	Lectures / Seminars / Tutorials / Workshops : Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.			
50 hours	Directed learning : Advance reading and preparation / Class preparation /			

	Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning : Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

International Marketing

Course Title	International Marketing
Unit Code	IMK-0605
Level	2
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
The main aim of this module is to expand and develop the themes introduced in earlier courses by applying an international dimension. Students should develop and appreciation for the interplay between marketing, trade and economics and understand key issues in current international marketing by applying theoretical concepts to case studies as available.	
Main Topics of Study:	
Introduction to International Marketing:	Features of International Marketing / Reasons for Starting to Market Internationally / The Extent of a Firm's Involvement / Differences between Domestic & International Marketing / Key Decisions for International Marketing / Globalisation, Standardisation & Adaption /
The Environment:	The Key Issues in International Marketing / The Political & Legal Framework / Economic Structure & Development / Social & Cultural Behaviour / Technology /
Overseas Market Research & Analysis:	Role and Process of International Marketing Research / Information Sources / Monitoring International Markets / Investigation / Research / Problems in International Marketing Research / Using Agencies / Sources of Information / Commissioning Research /
Overseas Markets Entry:	Three Modes of Entry / The Criteria for Selecting a Mode of Entry / Exporting / Indirect Exports / Direct Exports / The Rationale for Overseas Production / Methods of Overseas Production /
Product Decisions:	What is a Product? / International Marketing Product Strategies - Standardisation Vs Adaptation and Other Product Decisions / New Product Development / Product Elimination / Product Life Cycles & International Marketing Mix Decisions / The Product Life Cycle in International Marketing / International Branding Decisions /
Communications Decisions:	Problems in International Promotion / The International Promotional Mix / Planning the International Promotional Campaign / Global Advertising /
Pricing Decisions:	The Role of Pricing / Approaches to Pricing / The Factors Influencing International Marketing Pricing Decisions / Export Pricing / Marginal Cost Pricing / Transfer Pricing / Export Quotations / Methods of Payment / Foreign Market Pricing / Countertrade /
Distribution in Foreign Markets:	Types of Trading Channels within a Market / Channel Design / International Physical Distribution / Documents Used in Foreign Trade / Financing Goods in Distribution - Short Term Finance / Financing Goods in Distribution -

	Medium Term Finance /
Planning & Control:	Planning and Elements of International Marketing Plans / Three Levels of International Marketing Planning / Why Produce an International Marketing Plan? / Alternative Planning Cycles / Added Difficulties of International Planning / Strategy Formation for International Marketing - Intended & Deliberate Strategies and Emergent Strategies / Controlling International Marketing Plans /
Organising for International Marketing:	Guidelines to Organisation / The Factors Affecting International Marketing Organisation / What Form of Organisation? / Organisation by Region, Product, Function & Project / Matrix Organisation / Centralisation & Decentralisation /
Economic Basis of Trade:	Principles of International Trade / Comparative Advantage / Balance of Payments / Exchange Rates /
Trade Management:	Exchange Rate Management / International Institutions & Agreements / Protectionism in International Trade /
Exporting & The Small Company:	Defining the Small Firm / Specific Problems Facing Small Exporters / Success Factors for Small Exporters / Exporting & The Very Small Firm / The Use of Overseas Agents / Documentation Simplification - SITPRO /

Learning Outcomes for the Unit

At the end of this Module, students will be able to:

1. Articulate an appreciation of culture's importance in international marketing
2. Discuss how marketing concepts and techniques can / cannot be applied in an international context
3. Identify managerial concerns regarding operating in an international business environment and address such concerns using relevant concepts
4. Evaluate the risks and opportunities associated with operating in an international environment.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	2,3,4	1-4	1-4	1-4
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
1	1-4	4	1-4	-

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable student to demonstrate the learning outcomes for **Weighting:**

the Unit:	
Assignment One:	0%
Assessment Two:	0%
Examination: 3 hours duration	100%
Indicative Reading for this Unit:	
Main Text: International Marketing Strategy - (BPP Publishing)	
Alternative Texts and Further Reading: International Marketing - Stanley Paliwoda (Butterworth/Heinemann) The Essence of International Marketing - Stanley Paliwoda (Prentice Hall) Marketing Across Cultures – J C Usunier (Prentice Hall)	
Guideline for Teaching and Learning Time (10 hrs per credit)	
50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

Marketing Policy & Strategy (Case Study)

Course Title	Marketing Policy and Strategy	
Unit Code	MPS-0605	
Level	4	
Credits	20	
Unit Leader	KS/KE	
Pre-requisites		
Main Aim(s) of the Unit:		
<p>This project based module aims to develop students understanding of the theory and practice of integrating individual subject disciplines in identifying and resolving problems associated with real-life business or marketing case-studies.</p>		
Objectives:		
<ol style="list-style-type: none"> 1 To enable students to identify strengths, weaknesses, opportunities and threats in relation to specific company operations. 2 To help students select relevant solutions to problems they identify. 3 To highlight the complexities of corporate planning and control. 4 To train students on effective report writing related to case-study analysis. 5 To provide an appreciation of the application of theories in the course to practical situations. 		
Main Topics of Study:		
<p>There is no specific syllabus for this subject. A problem solving approach is used involving directed reading determined by the lecturers and seminars. The examination will consist of business planning questions based on a previously circulated case-study. The case will relate to a number of practical problems associated with managerial aspects of all the functions and disciplines covered during the two year course. A number of case-studies must be used during the course in order to highlight to the students the necessary approach for case-study examinations.</p>		
Learning Outcomes for the Unit		
At the end of this Unit, students will be able to:		
1	Explain the role of cost and management accounting in the management process	
2	Describe and demonstrate how different concepts are used for identifying costs according to the purposes for which those costs are needed	

3	Explain and demonstrate the Cost-Volume-Profit model and the limitations of its use			
4	Describe and critically evaluate the different costing systems that operate in organisations			
5	Describe and demonstrate the role of budgeting within the planning process			
6	Explain how a standard costing system operates and prepare variances			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1,6	2-6	-	2-6	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-6	2-6	2-6	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
3 Hour Examination				100%
Indicative Reading for this Unit:				
Main Text:				
Learning from Case Studies - G Easton (Prentice Hall)				
Alternative Texts and Further Reading:				
Exploring Corporate Strategy: Text & Cases - Johnson & Scholes (Prentice Hall)				
Guideline for Teaching and Learning Time (10 hrs per credit)				
0 hours	Lectures / Seminars / Tutorials / Workshops			
	Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.			
10 hours	Directed learning			
	Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc			
190 hours	Self managed learning			
	Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.			

Marketing Research

Course Title	Marketing Research
Unit Code	MR -0605
Level	4
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
<p>This module aims to provide an introduction to marketing research by concentrating on the design of market research projects and how market research data are collected and the implications this has for analysis.</p> <p>Completion of the course should improve students understanding of the nature and scope of market research, their appreciation of the various forms market research can take and their ability to interpret and comment on the results obtained from such research.</p>	
Main Topics of Study:	
The Marketing Research Role in Marketing Management:	Marketing Research Defined / The Marketing System / The Marketing Management Process / The Globalisation of Marketing Research / Special Aspects of Global Marketing Research
The Marketing Research Business:	History of Marketing Research / The Practice of Marketing Research / Implementing Marketing Research Internationally / Organisation for Market Research / Utilising Research Supplier / Ethics / The Research Project / Global Marketing Research / Errors in Marketing Research
The Decision to Undertake Research:	Preliminary Steps in the Decision Making Process / Preliminary Considerations for Conducting Conclusive Research / Sanctioning International Marketing Research / The Management-Research Relationship
Research Design & Data Sources:	Types of Research / Research Design / Data Sources - Secondary Data / Technology Changes / Single Sourcing / International Research Design & Data Sources / Marketing Decision Support Systems
The Measurement Process:	Measurement in Marketing / Difficulty of Measurement / Concepts of Validity & Reliability / Measurement in International Marketing Research / Importance of Attitudes in Marketing / Nature of Attitudes / Attitude-Scaling Procedures / International Attitude Research / The Search for Causality / Experimentation / Quasi Experimentation / Qualitative Techniques / Exploration Research Worldwide / Types of Respondent Data / Methods of Collecting Respondent Data / Conclusive Research Worldwide
Designing Data Collection Forms:	Importance of Questionnaires / Questionnaire Contents / Questionnaire Components / Questionnaire Design / Computer-Aided Questionnaire Design / Observational Forms / Worldwide Questionnaires Design
The Basics of	Sampling - An Introduction / Sampling Procedures / International Sampling Basics

Sampling:	/ Sample Size / Simple Random Sampling / Stratified Sampling / Cluster Sampling / Systematic Sampling / Area Sampling / Random-Digit Dialling / International Sample Selection
Field Operations:	Planning Field Operations / Data Collection Methods / Errors in Field Operations / International Field Operations
Data Analysis:	Overview of Data Analysis Procedures / Descriptive Statistics / Hypothesis Testing / Inferential Statistics / Interpretation of Cross-Tabular Tables / Banner Format / Interdependence Versus Dependence Methods / Factor Analysis / Cluster Analysis / Multidimensional Scaling
Reporting Research Findings:	Written Report Guidelines / Report Format / Presentation of Data / Oral Presentation
Demand Measurement & Forecasting:	Concepts & Terminology / Estimation of Current Demand / Methods for Forecasting Demand / International Demand Measurement & Forecasts
Product Research & Test Marketing:	Idea Generation / Concept Development & Testing / Business Analysis & Commercialisation / Test Marketing / The Selection of Alternatives to Test / The Uses of Test Marketing / The Decision to Undertake Test Marketing / Designing Test Markets / Distribution Research / Pricing Research / Simulated Test Markets / Advertising Research / Media Research / Copy Testing / Pre-Testing Procedures / Post-Testing Procedures /

Learning Outcomes for the Unit

At the end of this Module, students will be able to:

1	Demonstrate knowledge and understanding of a coherent core of the concepts and principles underlying marketing research and the application of those concepts and principles in a variety of marketing research scenarios
2	Explain what analyses can be undertaken using the results of marketing research
3	Articulate the importance of marketing research in informing business and explain some of the diverse problems and scenarios facing marketing research
4	Critically assess sources of economic and other data and evidence, both quantitative and qualitative, that can enrich marketing research
5	Employ relevant mathematical and statistical techniques to structure, analyse and interpret data generated by marketing research.
6	Critically assess marketing research proposals and specify suitable research designs in various scenarios

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-6	2,3,4	1-4	1-4	1-4
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):

1	1-4	4	1-4	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:				Weighting:
Assignment One:				0%
Assessment Two:				0%
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Main Text:				
Marketing Research - Kinnear & Taylor (McGraw Hill)				
Alternative Text and Further Reading:				
<i>Market Research in Practice</i> , P Hague, N Hague & C A Morgan, Kogan Page				
<i>The International Handbook of Marketing Research Techniques</i> , Robin J Birn (ed), 2nd Edition Kogan Page (Used by the Market Research Society as a standard reference)				
Guideline for Teaching and Learning Time (10 hrs per credit)				
50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.			
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc			
100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.			

Strategic Marketing Management

Course Title	Strategic Marketing Management
Unit Code	SMM-0605
Level	3
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
<p>This module aims to provide a critical appreciation of the scope and theoretical perspectives of strategy which will enable students to better understand the frameworks of strategy and business ethics as applied to marketing, and to appreciate the practical value of these frameworks in a range of business situations.</p>	
Main Topics of Study:	
Introduction	The Nature of Marketing / The Management Process / A Modelling Approach / Strategic Decisions & the Nature of the Strategy / The Marketing/Strategy Interface
Marketing Auditing & SWOT Analysis:	Marketing Audit - Its Meaning / Reviewing Marketing Effectiveness / Role of SWOT Analysis / Characteristics of Effective Audits
Segmental Productivity & Ratio Analysis:	Costs Categories / Marketing Costs Analysis / Segmental Analysis / Marketing Experimentation / Customer Profitability Analysis / Nature of Productivity / Use of Ratio
Approach to Competitor Analysis:	Meaning of Competitor / Competitive Relations Evaluation / Identifying Competitors Objectives / Competitors Strengths & Weaknesses / Competitive Responses / Competitive / Information System
Customer Analysis:	Model of Buyer Behaviour / Factors Influencing Consumer Behaviour / The Buying Decision Process / Organisational Buying Behaviour
Mission & Objectives:	Purpose of Planning / Establishing Corporate Mission / Influences on Objectives & Strategies / Setting Objectives & Targets / Development of Strategies
Structural, Market & Environment Analysis:	Analysing the Environment / Nature of the Marketing Environment / Micro & Macro-Environmental Analysis / Approaches to Environmental Analysis
Segmentation, Targeting & Positioning:	Nature & Purpose of Market Segmentation / Bases for Segmentation / Approaches to Segmenting Industrial Markets / Market Targeting / Product Positioning
Formulation of Strategy;	<p><i>Analysing the Product Portfolio</i> The Development of Strategic Perspective Models of Portfolio Analysis / Market Attractiveness</p> <p><i>Generic Strategies for Leaders, Followers, Challengers & Nichers:</i> Types of Strategy, Porter's Strategies / Identifying Potential Competitive Advantages / Strategies for Market Leaders, Market Challengers, Market Followers & Market Nichers / Dangers of Strategic Wearout</p>

Pricing Policies & Strategies:	Role & Significance of Price / Approaches to Price Setting / Pricing Objectives / Pricing Methods / Using Price as a Tactical Weapon / Offensive Pricing			
Promotional Plan:	The Promotional Mix / Integrating the Elements of the Promotion Mix / Advertising Plan / Planning for Personal Selling			
Distribution Plan:	Distribution Audit / Distribution Objectives / Distribution Strategies / Evaluation & Control			
Decision Making:	Financial & Non-Financial Criteria / Multiple Criteria, Modelling Approaches / Financial & Non-Financial Plans			
Strategic Implementation & Control:	Marketing Feedback & Control Systems / Basic Control Concepts & Their Application Throughout the Planning & Implementation Process / Problem Areas & Organisational Considerations / The Role of Internal Marketing, Management Controls, Budget, Networks, Performance Evaluation, Ratio Analysis, Corrective Responses, Bench-Marking / The Auditing Process			
Learning Outcomes for the Unit				
At the end of this Module, students will be able to:				
1	Critically evaluate a range of theoretical frameworks of strategic marketing and marketing ethics and apply them in analysing strategic issues in business situations			
2	Propose appropriate responses consistent with the aims of strategic marketing and marketing ethics			
3	To provide a critical appreciation of the scope and underlying concepts of and theoretical perspectives on strategic marketing;			
4	Evaluate the marketing strategies of organisations and assess how the marketing strategies adopted in particular organisations have contributed to organisational performance			
5	Describe and assess the range of marketing strategies available to organisations in a range of environmental contexts.			
6	Identify and assess the means of securing a competitive advantage for particular companies.			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills.				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-6	1-6	2,3	1-4	1-6
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
1-6	1-6	1-4,5	1-6	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem				

review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.	
Assessment methods which enable student to demonstrate the learning outcomes for the Unit:	Weighting:
Assignment One:	0%
Assessment Two:	0%
Examination: 3 hours duration	100%
Indicative Reading for this Unit:	
Main Text:	
Strategic Marketing Management: Planning Implementation & Control - Wilson, Gilligan & Pearson (Butterworth Heinemann)	
Alternative Texts and Further Reading:	
Marketing Management - Philip Kotler (Prentice Hall)	
Marketing Plans: How to Prepare Them, How to Use Them - McDonald MHB (Butterworth/Heinemann)	
Guideline for Teaching and Learning Time (10 hrs per credit)	
50 hours	Lectures / Seminars / Tutorials / Workshops: Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	Self managed learning: Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.