



SYLLABUS

MARKETING MANAGEMENT 1

PURPOSE

The purpose of Marketing 1 is to introduce students to the principles of marketing with aim of providing a frame of reference for effective practice and communication within the marketing environment.

OBJECTIVES

On completion of Marketing 1 students must be able to:

- Identify the nature of the marketing process.
- Distinguish between a marketing orientation and other management orientations.
- Be able to apply marketing principles in the market-oriented workplace.

Students are advised to regard each topic of the syllabus as three to five page essay – twenty-five examinable facts including concepts and descriptions, illustrative or exemplar. The compilation of such an essay will provide a conceptual framework for exam questions as well as real marketing decisions.

PRESCRIBED TEXTBOOK

Marketing Management by A Van der Walt, JW Strydom, S Marx, JC Jooste: Juta. 1996. This is a South African publication. Also available are an Afrikaans version and a workbook.

In principle any academic publication on the principles of marketing is acceptable. The contents of marketing publication tend to be the same and the examiner will give credit for perspectives not included in the textbooks as long as they are compatible with accepted marketing principles.

Supplementary textbooks

For those students who are being introduced to the principles of marketing for the first time the following introductory text is recommended:

Marketing Outcome for Business Managers, by L Smit & AJ Van Der Bijl: CLS Publishers.
Tel/Fax 021-447-4646, website www.clspublishers.com

1. Principles of Marketing by P Kotler, G Armstrong: Englewood Cliffs: Prentice Hall. 1996. This is U.S. publication and, in some academic circles, is regarded as the publication on which other marketing publications are based. Kotler has also published books, which can be used in Marketing 2 and Marketing 3. A workbook, by JR Brooks K & Brooks, and a variety of electronic media are available from the publishers (see www.prehall.com/kotlerpm)
2. Principles of Marketing by F Brassington & Pettitt: London: Pitman. 1996. This is an U.K. publication and a good source for a tutorial centre not wishing to use an American source. A workbook and a variety of electronic media are available from the publishers.

SYLLABUS

SECTION ONE: THE NATURE OF MARKETING

- **Weight (10%)**
- **Textbook (Kotler ch 1); (Brassington ch 1); (Van der Walt ch 1)**

This is a vital, but often overlooked, section of the syllabus. This section covers philosophical/conceptual framework that underlies the application of marketing principles. If students do not have a clear conceptualisation of this section ,their application of other section covered may not be within the parameters of a marketing orientation. The following topics require detailed discussion.

- 1.1 description and place of marketing
- 1.2 the marketing concepts
- 1.3 The marketing mix
- 1.4 Description and task of a marketing

SECTION TWO: THE MARKETING ENVIRONMENT

- **Weight (10%)**
- **textbook (kotler ch 3);(Brassington ch 2); (van der walt ch 4)**

This section provides students with a conceptual structure of the marketing environment. On completion of this section students must be able to identify the elements of the marketing environment and be able to illustrate its dynamics. The following topics required detailed discussion:

- 2.1 Micro/internal environment
- 2.2 Marketing/direct external environment
- 2.3 Micro/indirect external environment
- 2.4 Dynamics of environment variable interaction

SECTION THREE: MARKET SEGMENTATION

- **Weight (10%)**
- **Textbook (Kotler ch 8); (Brassington ch 5); (Van der walt ch 4)**

This section provides techniques for differentiating between different groups (called segments) in the marketing environment. On completion of this section students must be in a position to differentiate between market segments and apply a segmentation process.

- 3.1 Difference between Market Segmentation; Target Marketing and Product Positioning
- 3.2 Discuss the basis for market segmentation
- 3.3 Describe and apply the market segmentation Process

SECTION FOUR: MARKET INFORMATION GATHERING

- **Weight (10%)**
- **Textbook (Kotler ch 4); (Brassington ch 6); (Van der Walt ch 5)**

This section provides the basis of the application of research methodology to marketing management. As this is covered in a subject of its own, students are only required to identify the information indicated below.

- 4.1 Components of Marketing Information System
- 4.2 Market Research Process

SECTION FIVE: THE CONSUMER MARKET

- **Weight (10%)**
- **Textbook (Kotler ch 5); (Brassington ch 3); (Van der Walt ch 3)**

This section provides basic information on how consumers can be expected to behave in the market place. The end of these section students is expected to describe the topic indicated below.

- 5.1 Factors affecting Consumer Behaviour
- 5.2 Consumer Decision Making
- 5.3 The nature and development of Consumerism

SECTIONS SIX TO NINE COLLECTIVELY FORM PART OF THE MARKETING MIX. IN SECTION 1.3 STUDENTS ARE EXPECTED TO DIFFERENTIATE BETWEEN THE ELEMENTS OF THE MARKETING MIX. IN THE SECTIONS THAT FOLLOW STUDENTS ARE EXPECTED TO DEMONSTRATE KNOWLEDGE OF MANAGEMENT PRINCIPLES INVOLVED.

SECTION SIX: THE MARKETING MIX – PRODUCT POLICY

- **Weight (10%)**
- **Textbook (Kotler ch 9-11); (Brassington ch 7-9); (Van der Walt ch 9-10)**

As a product or service is the object of need satisfaction, students are required to describe and conceptualise its nature and development. Students are also expected to be able to relate products and their development to marketing decisions. The following topics require detailed discussion.

- 6.1 Classification of products
- 6.2 Planning and developing new products
- 6.3 Product Life Cycle
- 6.4 Product Branding and Packaging

SECTION SEVEN: THE MARKET MIX – PRICING POLICY

- **Weight (10%)**
- **Textbook (Kotler ch 11-12); (Brassington ch 10-11); (Van der Walt ch 13)**

As products cannot be divorced from their price, students are expected to be able to relate the following pricing issues to marketing decisions by means of detailed discussion.

- 7.1 Pricing Process
- 7.2 Approaches to and factors affecting Pricing
- 7.3 Pricing Policies

SECTION EIGHT: THE MARKETING MIX – DISTRIBUTION POLICY

- **Weight (10%)**
- **Textbook (Kotler ch 13-14); (Brassington ch 12-14); (Van der Walt ch 8, 9, 11)**

By the end of this section students must be able to discuss the following issues related to the logistics of marketing management.

- 8.1 Selection and management of Distribution Channel/Structure
- 8.2 Intermediaries
- 8.3 Management of physical distribution

SECTION NINE: THE MARKETING MIX – PROMOTION POLICY

- **Weight (10%)**
- **Textbook (Kotler ch 15-17); (Brassington ch 15-20); (Van der Walt ch 10-12)**

This section is covered in detail in Marketing Communication. On completion of this section are expected to discuss the nature of marketing communication and its elements.

- 9.1 Nature of marketing promotion
- 9.2 Advertising
- 9.3 Personal selling
- 9.4 Sale promotion
- 9.5 Publicity

SECTION TEN: STRATEGIC MARKETING

- **Weight (5 %)**
- **Textbook (Kotler ch 2); (Brassington ch 21-22); (Van der Walt ch 14, 16)**

This section is, in essence, an introduction to Marketing 3. On completion of this section students are only expected to describe the strategic marketing process in detail.

- 10.1 Strategic Marketing Process

SECTION ELEVEN: MARKETING IN SPECIAL FIELDS (at least three)

- **Weight (5 %)**
- **Textbook (Kotler ch 20-21); (Brassington ch 23-25); (Van der Walt ch 9, 17)**

This section is intended to introduce students to ways in which marketing has been applied to specific sectors, two of which are covered in Marketing 2. Students are expected to identify the nature of each of the sectors indicated below and implications for marketing decisions.

- 11.1 Industrial marketing
- 11.2 Services marketing
- 11.3 Marketing small to medium and micro-sized Business (SMMEs)
- 11.4 Marketing in non-profit organisations
- 11.5 International marketing

EXAMINATION

The Marketing 1 exam sections. A compulsory multiple-choice section followed by four questions requiring written answers of which students must answer three. Each questions worth 25marks totals 25marks and the exam 100.

Multiple-choice questions tend to be taken from data banks supplied by authors of prescribed textbooks.

Questions requiring written answers are based on sections of the prescribed textbooks. Some questions require a single discussion, whereas others require shorter answers. These questions however, do not merely test students' ability to memorise facts, they also test students' ability to apply the facts practically and to communicate both elements in an integrated manner.

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