**Managing Customers and Markets**

**Overview**

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| Level | 2 (Semester 3) |
| Duration | 4 weeks |
| Lectures | 10x40 minutes/week for 2 weeks |
| Practicals/tutorials | 5x2 hours/week for 3 weeks |

**Learning Outcomes**

On completion of the course students should be able to:

1. Describe the key tenets of the marketing concept.
2. Explain the application of the marketing concept to a variety of organisational settings.
3. Outline the key influences on consumer and organisational buyer behaviour.
4. Assess the relative importance of different elements of the marketing mix.
5. Describe the strategic and organisational context of marketing.

**Syllabus**

1. Marketing Concept: Introduction to key principles underpinning the modern concept of marketing. Comparison with other organisational orientations. Identification of key marketing tasks.
2. Marketing Environment: Contextualisation of the marketing function. Impact of environmental factors on marketing activities. Relationship between the marketing organisation and its customers. Influences on consumer behaviour.
3. Marketing Mix: Introduction to the core marketing tools. Address market research, product management, managing distribution, promotion and pricing. Develop an integrated perspective on marketing
4. Marketing in Practice: Examines examples of marketing successes and failures. Highlights the centrality of effective information management in the marketing process