

# BSc (Hons) Marketing Management - LM322

## 1. Objectives

Marketing is concerned with the dynamic interrelationships between organisations and their customers or clients, and involves focusing organisational resources in order to identify and satisfy the needs of customers better than the competition does. This new programme is designed to give students a focused marketing/business education for entry into a wide range of careers in the public and private sector. It provides an opportunity to develop both skills and specialist knowledge of use in starting a marketing career. A variety of teaching methods give the students experience of the situations they are likely to meet in marketing roles. The overall approach is geared to producing motivated, independent learners, who can tackle a wide variety of marketing problems.

### Through the Programme, students will gain:

- an appreciation of marketing within different types of businesses (e.g. services, international, business to business, consumer marketing, etc);
- the analytical and psychological skills required to design marketing strategies;
- an understanding of changing economic, legal, political, cultural and competitive market forces that affect marketing decisions;
- the skills necessary to undertake marketing research.

## 2. General Entry Requirements

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees.

## 3. Programme Requirements

Credit in five (5) subjects at 'O' Level including Mathematics.  
2 GCE 'A' Level passes.

## 4. Programme Duration

	Normal (Years)	Maximum (Years)
Degree:	3	5

## 5. Credits per Year

Minimum 18 credits, Maximum 48 credits subject to Regulation 4.

## 6. Minimum Credits Required for Award of Degree: 108

Degree	Minimum Credits for Core Modules	Minimum Credits for Electives/GEMs	Dissertation	Total
3-5 Years	84	12/6	6	108

## 7. Assessment

Each module will be assessed over 100 marks (i.e. expressed as %) with details as follows (unless otherwise specified):

Assessment will be based on written examination (of 2 to 3-hour duration, as specified) and continuous assessment carrying a range of 10% to 30% of total marks.

Continuous assessment may be based on laboratory work and/or assignments and should include at least one class test.

For all modules taught in semester 1, there will be a compulsory class test at the end of semester 1 of the given academic year unless stated otherwise in the Programme Structure. This is applicable to modules examined at the end of the academic year.

For a student to pass a module, a minimum of 30% should be attained in both of Continuous Assessment and Written Examination separately, with an overall total of a minimum of 40% in that module. Written examinations for all modules, whether taught in semester 1 or in semester 2 or both, will be carried out at the end of the academic year (unless otherwise stated).

Most modules in the structure are **yearly modules**, which are taught over a period of two semesters and examined at the end of the second semester only. There are continuous assessments over the period of two semesters and the written examination will be of a duration of 3 hours for a yearly module of 6 credits.

**Submission Deadline** for dissertation:

**Final copy:** Mid March in the final year of the programme.

## 8. List of Modules

### **CORE MODULES**

Code	Module Name	Hrs/Wk	Credits
		L+P	
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
ECON 1215(1)	Economics	3+0	3
LAWS 1007Y(1)	Foundations of Mauritian Law	3+0	6
MGT 1203(1)	Marketing Fundamentals	3+0	3
MGT 1066(1)	Managerial Communications	D.E.	3
STAT 1010(1)	Statistics I	D.E.	3
CSE 1010e(1)	Introduction to Information Technology	O.E.	3
CSE 1021(1)	Basic Computer Applications	3+0	3
LAWS 3113(5)	Laws Relating to Marketing	3+0	3
MGT 2060Y(3)	Marketing Management	3+0	6
MGT 2061Y(3)	Human Resource Management	3+0	6
MGT 2081Y(3)	Marketing Research Methods	3+0	6
MGT 2065Y(3)	Buyer Behaviour	3+0	6
MGT 2082Y(3)	Service Quality Management	3+0	6
MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT 4101(5)	International Business I	3+0	3
MGT 3000Y(5)	Dissertation	-	6

### **ELECTIVE MODULES**

MGT 2064Y(3)	Marketing Communications	3+0	6
MGT 2083Y(3)	Brand Management	3+0	6
MGT 3081Y(5)	Retail Marketing	3+0	6
MGT 3082Y(5)	Entertainment and Social Marketing	3+0	6
MGT 3076Y(5)	Internet Marketing	3+0	6

## 9. Termination of Registration

If the CPA of a student is < 40 at the end of an academic year, s/he will have to repeat the entire academic year, and retake modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained.

Students will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if

- (i) the CPA < 40 at the end of an academic year and the student has already repeated one year of study; or
- (ii) the maximum duration allowed for completion of the Programme of Studies has been exceeded.

## 10. Programme Plan - BSc (Hons) Marketing Management

### Modules carrying asterisk(s):

\* These are 3-credit modules, which will be run and examined at the end of the **first** semester.

\*\*These are 3-credit modules, which will be run and examined at the end of the **second** semester.

All 3-credit modules are run over 15 weeks and exams are scheduled at the end of the semester in which the module is run.

1) Students will have to complete two (2) General Education Modules (GEMs) over the 3 years of Programme of Studies. List of GEMs will be posted on Faculty Notice Boards at the start of every semester.

2) Practical Training – 3 Months Compulsory

### YEAR 1

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
DFA 1020Y(1)	Accounting and Financial Analysis	3+0	6
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
ECON 1215(1)	Economics*	3+0	3
LAWS 1007Y(1)	Foundations of Mauritian Law	3+0	6
MGT 1203(1)	Marketing Fundamentals**	3+0	3
MGT 1066(1)	Managerial Communications*	D.E.	3
CSE 1010e(1)	Introduction to Information Technology*	O.E.	3
CSE 1021(1)	Basic Computer Applications**	3+0	3
STAT 1010(1)	Statistics I*	D.E.	3

### YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT 2060Y(3)	Marketing Management	3+0	6
MGT 2061Y(3)	Human Resource Management	3+0	6
MGT 2082Y(3)	Service Quality Management	3+0	6
MGT 2065Y(3)	Buyer Behaviour	3+0	6

MGT 2081Y(3)	Marketing Research Methods	3+0	6
<b>ELECTIVES</b>	<b>CHOOSE ONE FROM</b>		
MGT 2064Y(3)	Marketing Communications	3+0	6
MGT 2083Y(3)	Brand Management	3+0	6

### YEAR 3

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT 4101(5)	International Business I*	3+0	3
LAWS 3113(5)	Laws Relating to Marketing*	3+0	3
MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT 3000Y(5)	Dissertation	-	6
<b>ELECTIVES</b>			
<b>CHOOSE ONE FROM</b>			
MGT 3081Y(5)	Retail Marketing	3+0	6
MGT 3082Y(5)	Entertainment and Social Marketing	3+0	6
MGT 3076Y(5)	Internet Marketing	3+0	6

## 11. Outline Syllabus

### **CSE 1010e(1) - INTRODUCTION TO INFORMATION TECHNOLOGY**

IT and Computers; Stepping in the Computer; Input and Output Devices; Secondary Storage; Programming; Systems Software; Applications Software; Systems Development; Computer Networks; The Internet; Computer Security; Software Utilities; Issues and Trends in IT.

### **CSE 1021(1) - BASIC COMPUTER APPLICATIONS**

Introduction to Database Management Systems and User Interfaces. Electronic Mail. Practical uses of Local and Wide Area Networks. Software packages.

### **DFA 1020Y(1) - ACCOUNTING AND FINANCIAL ANALYSIS**

The Role of Accounting Information; Recording and Summarising Transactions; Accounting Concepts & Preparing Final Accounts; Adjustments to Final Accounts; Capital v/s Revenue Expenditure; Bank Reconciliation Statement; Accounting Ratios & Interpretation Techniques; Introduction to Group Accounting & related issues; Accounting for Internal Decision Making Techniques; Elements of Cost; Costing Methods & Techniques; Decision Making Techniques; Accounting for Manufacturers; Budgets. Regulatory Framework for Company Financial Reporting; Understanding Published Annual Reports; Corporate Failures Prediction; Forecasting & Valuing Businesses; Earnings Management.

### **ECON 1215(1) - ECONOMICS**

Economic problem; demand and supply; Market mechanism, Theory of production, market structure and firm, factor market, microeconomic issues and regulations, public goods and social welfare, International trade and National Income, Money and financial system, Exchange rate and Balance of payments, Macroeconomic objectives and tools. Overview of Mauritian economic problems, Impact of globalisation and liberalisation.

### **LAWS 1007Y(1) - FOUNDATIONS OF MAURITIAN LAW**

The Historical Background of Mauritian Law – Impact of English Law and French Law and other Legal Systems – Features of a mixed law system.

Various branches of law – Public law and Private law and sub division thereof; Civil Process and Criminal Process; Organisation of Courts; The legal profession and Judiciary; Meaning of Law; Nature of Law; Law and Social Sciences; Law and Morality and other Normative System; Sources of Law; Constitution,

Legislation, Subsidiary legislation, Customs, Books of Authority, Common Law and Equity; Case-law – Interpretation of cases; Statutory interpretation; Legal Thoughts and Legal Reasoning. Les droits subjectifs – les droits patrimoniaux et les droits extrapatrimoniaux, les sources de droits; Les personnes physiques et les personnes morales; Introduction au droit des contrats et à la responsabilité délictuelle.

#### **LAWS 3113(5) - LAWS RELATING TO MARKETING**

Le contrat de vente, Le contrat d'entreprise, le contrat de distribution; La protection du consommateur et de l'environnement économique; Intellectual property aspects – marks and geographical indications, unfair competition and passing off, Industrial design; Legal aspects of e-marketing; Legal aspects of advertising and promotional games.

#### **MGT 1067Y(1) - PRINCIPLES AND PRACTICE OF MANAGEMENT**

The study of organisations; The environment of Organisations; Evolution of Management theory; Management concepts; Functional Areas of Management: Production, Finance, HR and Marketing, The Managerial functions of Planning, Leading, Organising, Controlling; Managerial Skills. Managing individuals in organisations: Managing differences; Motivation, Managing Groups and Teams: Group behaviour; Conflict and co-operation; Power and Politics; Leadership; Social Responsibility. Managing Structure and processes: Organisational structure; Job design; Restructuring, Communications, Careers, Change; Diversity; Knowledge Management. Evolution of Marketing, Marketing Mix, 4 Ps of marketing.

#### **MGT 1066(1) - MANAGERIAL COMMUNICATIONS**

Thinking strategically about communication; developing writing skills; developing presentation skills within a managerial setting; giving and receiving feedback; listening skills; working effectively in teams; managing meetings; persuasion and negotiation skills; interviewing skills; cross-cultural communication; Public Relations and the media; electronic communications.

#### **MGT 1203(1) - MARKETING FUNDAMENTALS**

Origins and development of the concept of marketing. Customer satisfaction at a profit. Market structures. Marketing activities and function in industry. The bridge between production and consumption. Social, cultural, economic and political factors and their impact on marketing operations. The marketing mix. Ethics.

#### **MGT 2060Y(3) - MARKETING MANAGEMENT**

Nature and Scope of Marketing; The Marketing Environment; Marketing Research and Marketing Information Systems; Buyer Behaviour Segmentation, Targeting and Positioning Framework; Marketing Mix: Product and Services, Place (channel decisions and channel intermediaries), Price (pricing considerations and pricing methods), Promotion (Advertising, Personal Selling, Public Relations, Sales Promotion, Direct Marketing & Sponsorship); The extended marketing mix; Services Marketing; Broadening the Scope of marketing: Social responsibility; Ethics; Green Marketing; Customer Relationship Management; Marketing Plan; Marketing Audit (Analysing Industry Attractiveness, BCG Model, Strategic Planning & Control, Review of Marketing Mix Strategies).

#### **MGT 2061Y(3) - HUMAN RESOURCE MANAGEMENT**

Evolution of HRM, HRM policy goals, SHRM - HRM and organisational performance, Individual performance - attitudes and behaviour, Organisational citizenship behaviour and organisational culture, Psychological contracts, Organisational justice, Job redesign and team working, Human resource planning, Recruitment and selection, Performance appraisal and management, Reward management, Training and development, Employee relations. International human resource management - management of expatriates, cross cultural management, Comparative human resource management (US, EU, Japan, Asia-Pacific, etc), Public sector HR (New public management), Criticisms of HRM, Case Study and seminars.

#### **MGT 2064Y(3) - MARKETING COMMUNICATIONS**

Marketing Communications - an overview, Relationship Marketing and integration of Marketing Communications, Choosing Marketing Communication agencies, Creativity and creative strategies and tactics, Media and media planning, Sales promotion, Direct marketing, Public relations, Sponsorship, merchandising and the role of packaging and branding, Support media, Internet and interactive media, Regulation of Advertising and Promotion, Evaluating the social, ethical and economic aspects of Advertising and Promotion, Measuring the effectiveness of Marketing Communications program.

### **MGT 2065Y(3) - BUYER BEHAVIOUR**

The importance of understanding customer needs, Determinants of buyer behaviour, Insights from economics, psychology and sociology and anthropology, The diffusion process, Needs satisfaction and buyer's behaviour, How buyers perceive themselves and the product, Meaning of motivation research, Stages of the buying process, Participants in the buying process, Techniques and limitations of motivation research, Market segmentation and product positioning. Introduction to business marketing. The importance of purchasing. Basic policies and procedures of purchasing. The changing role of the buyer. Business buying situations. The business buying process. Supplier evaluation. Trends in purchasing. Purchasing in government. Ethics in purchasing. The buying centre – roles, dimensions, marketing. Behaviour choice theory. Buying determinants theory. Model for determining the composition of the buying centre. Environmental forces in buying decisions.

### **MGT 2081Y(3) - MARKETING RESEARCH METHODS**

The role of marketing research in managerial decision making, the marketing research process, the research proposal, problem formulation, research design, qualitative v/s quantitative research, exploratory research, descriptive research, causal research, primary v/s secondary data, literature review, case studies, focus groups, depth interviews, projective techniques in marketing research, observation techniques, experiments and test markets, questionnaire design, attitude scale measurements, survey methods, sampling theory, data coding and editing, data analysis - testing for significant differences and associations, multivariate techniques in marketing, marketing research and ethics, 15 hrs hands on experience using SPSS, marketing research report and presentation.

### **MGT 2082Y(3) - SERVICE QUALITY MANAGEMENT**

Introduction to Services: Macroeconomics, trends and opportunities, distinctive marketing challenges posed by services, Consumer behaviour: Managing and understanding the service experience, moment of truth. Marketing Mix: Marketing mix for services, unique characteristics of services. The service product: Key steps in service planning, Designing customer service processes, Service blueprint, Service based business plan. Designing the Service Environment: The Servicescape model, Engineering customer service experiences, Service guarantees. Managing People for Service Advantage, Employee empowerment programmes, Listening to the customer, Complaints management, Marketing Loyalty programs and CRM, Segmentation. Service Quality and Customer Satisfaction, Measuring customer satisfaction; Customer Feedback and Service Recovery, Improving Service Quality and Productivity, Technology and digital impacts of using the Web for services.

### **MGT 2083Y(3) - BRAND MANAGEMENT**

Introduction to branding, brand equity, customer based brand equity, identifying and establishing brand values, designing and managing brand elements, building brand image and customer loyalty, planning and implementing brand marketing programs, managing brand knowledge, measuring brand equity – qualitative and quantitative methods, brand management and new product development, the brand report card, brand architecture and extensions, branding and distribution and pricing policies, branding IMC and brand equity, measuring brand performance, brand differentiation and positioning, growing and sustaining brand equity, service branding, internet branding, global brands, managing brands overtime, brand rejuvenation – rebranding and repositioning.

### **MGT 3000Y(5) - DISSERTATION**

A dissertation of 10,000 to 12,000 words to be submitted on a relevant topic and should reflect experience in the field of marketing. The aims of the dissertation will be to apply theoretical concepts of marketing to real managerial issues, to solve the problem or demonstrate the process by which the managerial situation can be improved and to develop the skills to define a problem and plan and present a well-structured report.

### **MGT 3065Y(5) - STRATEGIC MARKETING MANAGEMENT**

Unit 1: Concepts and elements of strategic marketing; Market oriented organisations; Situation analysis, understanding the marketing environment, customers and competitors; Financial analysis and forecasting techniques; Strategic tools (BCG, Ansoff Matrix, etc.); Segmentation, targeting and positioning strategies; Portfolio analysis; Brand Management strategies (global marketing management concepts); Supply chain management; Pricing strategies; Integrated Marketing Communications; Strategy implementation and control.

Unit 2: Note: This unit of the course will focus on marketing innovations and will be conducted in a seminar format with discussions from materials compiled from various sources.

E-business information including Internet marketing; e-business strategy, web project management, content management systems; usability, eCRM and interactive TV advertising; Best practices from online marketing and e-commerce; The use of social mechanism to diffuse innovations; Customer lifetime value - its measurement and applications; Pharmaceutical promotion and marketing; Integration and use of Geographical Information Systems (GIS), Global Positioning Systems (GPS) in marketing; Professionalism and accountability in Marketing.

#### **MGT 3076Y(5) - INTERNET MARKETING**

Emergence of e-marketing and e-business models, e-marketing environment and technology, Ethical and legal issues in e-marketing, Consumer behaviour and internet, Targeting online market segments, differentiation and positioning strategies, e-marketing product and pricing strategies, e-marketing communication, Customer Relationship Management and CRM benefits - CRM vision, processes, information and technology, e-marketing in emerging economies, technological readiness and the digital divide.

#### **MGT 3077Y(5) - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

The entrepreneur as a 'catalyst' in economic and social development, Identification, development and functions of the entrepreneur within a free enterprise system. Entrepreneurship style with respect to motivation, interpersonal orientation, role perception, work-related experience, innovation and creativity, marketing, networking, customer service. Entrepreneurship and the Entrepreneurial Orientation.

Challenges confronting managers of small business. Definitional issues pertaining to small businesses. Starting a small business. Organising the enterprise, marketing, financial, production and operations management, administrative and financial controls with special reference to financial planning, product strategies, market strategies, pricing, credit policing, inventory control and capital budgeting.

#### **MGT 3081Y(5) - RETAIL MARKETING**

Introduction to Retailing; Building Relationships & Strategic Planning in Retailing. Retailing Institutions by Ownership, Nonstore-Based, Web-Based, & Other Forms of Nontraditional Retailing; Information Gathering & Processing in Retailing; Trading-Area Analysis & Site Selection; Retail Organisation & Operations Management; Merchandise Management & Pricing; Establishing & Maintaining Retail Image; Integrating & Controlling The Retail Strategy. Retail Product in Theory and Practice; Product Life Cycle in Theory and Practice; Product Portfolios; Importance, Nature and Management of the New Product Development Process; New Product Strategy; New Product Idea Generation & Screening; Concept Development and Testing; Commercialisation: Test Marketing and Launching the New Product; Managing Growth & Maturity; Controlling the Product Line.

#### **MGT 3082Y(5) - ENTERTAINMENT AND SOCIAL MARKETING**

Introduction to Entertainment Marketing, Trends in the Entertainment Industries, External and Internal Contingencies, Marketing Mix Elements of Entertainment Industry, STP. Understanding participants as consumers. Planning and Promoting Entertainment and Leisure Services: Economic and Emotional aspects of Consumer Response, Revenue Sources for the Entertainment Industry, Impact of IT and Internet, Local v/s Global Sources of Entertainment, Social dimensions, Impact of Piracy, Copyright Issues, Sports marketing.

Understanding social marketing, Social marketing planning, Marketing research for social marketing, Analysing the Social Marketing Environment, Target marketing, Selecting target audiences and evaluation of segments for social marketing, Competition in a social marketing environment, Developing social marketing strategies-product, Pricing, Promotion and Place in a social marketing environment, Managing social marketing programs, Making ethical decisions.

#### **MGT 4101(5) - INTERNATIONAL BUSINESS I**

The Multinational Enterprise. International Trade. Environment of International Business and Trade. Multinational and Global Enterprises. Modes of Entry in International Markets. Export, Joint Venture, Wholly Owned Subsidiaries.

**STAT 1010(1) - STATISTICS 1**

Introduction to problems involved in the handling of data; Collection of data including Sample Design; Organisation and Presentation of Data; Measures of Central Tendency; Measures of Dispersion; Measures of Skewness; Introduction to Probability Theory.