

# MSc Marketing Management - LM561

## 1. Objectives\_

The programme aims to explore the nature and role of marketing in contemporary society. It will emphasise the role of marketing a new product and new business situations, as well as dealing with the marketing issues and opportunities faced by mature organisations. The philosophy of the programme is based on the unique importance of marketing to any organisation, in both the public and private sectors.

Upon completion of the programme, participants will be equipped with:

- critical appreciation of the external forces that are shaping the marketing manager's job;
- rigorous education in contemporary concepts and techniques of marketing management; and
- the necessary tools to facilitate the analysis, planning, implementation, and control of marketing programmes.

## 2. General Entry Requirements

Successful completion of an undergraduate degree with

- at least a Second Class or 50%, whichever is applicable or
- a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution.

**OR** alternative qualifications acceptable to the University of Mauritius.

## 3. Programme Requirements

As per General Entry Requirements.

## 4. Programme Duration

The duration of the Postgraduate/ MSc Programme should normally not exceed 4 years (8 semesters).

	<b>Normal</b>	<b>Maximum</b>
Master's (PT):	4 semesters	8 semesters
Postgraduate Diploma(PT):	4 semesters	8 semesters

## 5. Credits per Year – Minimum 6 Credits subject to regulation 4 above.

## 6. Minimum Credits Required for Award

For the award of MSc Marketing Management degree, the student must obtain at least 36 credits. This should include all the core and elective modules and 6 credits from the dissertation.

Breakdown as follows:

Master's Degree:	36 credits
Postgraduate Diploma:	30 credits (without dissertation)

## **7. Assessment**

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on a written examination of 2-3 hour duration and continuous assessment carrying a maximum of 40% of total marks. Continuous assessment may be based on assignment(s), tests and/or seminar presentations.

For a student to pass a module an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

Each module of 45 hours carries 3 credits and each module of 90 hours carries 6 credits.

During Year 2 of the programme, a Residential Seminar will be organised by the Faculty. Students should compulsorily attend and actively participate in the Residential Seminar whenever organised and:

- a. Students will be required to submit a report of not less than 1200 words to their Programme Coordinator after attendance and participation;
- b. Seminar attendance and the report shall be assessed by the Programme Coordinator
- c. Attendance at all sessions of the Seminar is compulsory and failure to do so would entail non-award of the MSc degree and
- d. Grade 'S' assigned upon satisfactory performance as well as attendance at all sessions of the Seminar, in order to be eligible for award of the degree

Dissertation will carry 6 credits.

### **Submission Deadline for Dissertation:**

Last working day of August in the final year.

## **8. Learning Methodology**

As is typical of a Master's programme, less formal lecturing is conducted than in most undergraduate courses and more of an emphasis is placed on student-led learning. Students will have further developed a range of valuable personal skills including skills in managing research projects, oral presentations, problem-solving, organising group-work and critiquing literature.

## **9. Workshops and Seminars**

Non-assessed workshops will be organised to guide students in research design and the use of descriptive and inferential statistics. Moreover, as far as possible, modules will host a seminar by practitioners.

## **10. Important Note**

The rules as stipulated in this Programme Structure and Outline Syllabus will replace all other rules & regulations.

## 11. List of Modules

Code	Module Name	Hrs/Wk	Credits
<b><u>CORE MODULES</u></b>			
MGT 6101Y	Marketing Management and Applications	3	6
MGT 6102Y	Consumer Behaviour and Business-to-Business Marketing	3	6
MGT 6039Y	Integrated Marketing Communications	3	3
MGT 6104	Research Methods in Marketing (Semester 2)	3	3
MGT 6201Y	Strategic and Global Marketing Management	3	6
MGT 6000Y	Dissertation	-	6
MGT 6001	Residential Seminar	-	-
<b><u>ELECTIVES</u></b>			
ECON 5214	Competitive Strategy and the Wealth of Nations	3	3
MGT 6204Y	Integrated Marketing Communications II	3	6
MGT 6211Y	Customer Relationship Management and Strategic E-Marketing	3	6
MGT 6205Y	Strategic Brand and Retail Management	3	6

The student has to complete 5 core and 1 elective modules and the dissertation over the duration of the MSc programme.

All modules and the dissertation have should be passed for the student to qualify for the award of MSc Marketing Management.

## 12. Programme Plan - MSc Marketing Management

### **YEAR 1**

Code	Module Name	Hrs/Wk	Credits
<b>CORE</b>			
MGT 6101Y	Marketing Management and Applications	3	6
MGT 6102Y	Consumer Behaviour and Business-to-Business Marketing	3	6
MGT 6039Y	Integrated Marketing Communications	3	3
MGT 6104	Research Methods in Marketing (Semester 2)	3	3

### **YEAR 2**

Code	Module Name	Hrs/Wk	Credits
<b>CORE</b>			
MGT 6201Y	Strategic and Global Marketing Management	3	6
MGT 6000Y	Dissertation	-	6
MGT 6100	Residential Seminar	-	-
<b>ELECTIVES CHOOSE ONE FROM</b>			
ECON 5214	Competitive Strategy and the Wealth of Nations	3	3
MGT 6204Y	Integrated Marketing Communications II	3	6
MGT 6211Y	Customer Relationship Management and Strategic E-Marketing	3	6
MGT 6205Y	Strategic Brand and Retail Management	3	6

**NOTE:**

**Submission deadline for dissertation:** Last working day of August in final year.

**13. Outline Syllabus**

**MGT 6000Y - DISSERTATION**

The dissertation will allow the student to explore in depth an area or an issue related to particular interests. It will draw upon relevant concepts and techniques introduced during the taught part of the course and will seek to combine the theory and practice of marketing through the completion of a substantial and relevant in-depth piece of work. Report of approximately 12,000 - 14,000 words.

**ECON 5214 – COMPETITIVE STRATEGY AND THE WEALTH OF NATIONS**

Competition and Strategy: Core Concepts, Strategic Motives, Declining Industries and the Role of Strategy. Locations and Competitiveness: Comparative Advantage of Nations, Clusters and New Agendas for Institutions and Governments, Global Organisations and Global Strategies. Public Issues and Reforms: Urban and Environmental Concerns, Effective Health Care Systems and Public Private Partnerships. Case Studies.

**MGT 6100 RESIDENTIAL SEMINAR**

Students will be required to submit a report of not less than 1200 words to their programme coordinator after attendance and participation. Seminar attendance and the report shall be assessed by the Programme Coordinator. Grade 'S' will be assigned upon satisfactory performance to be eligible for the award of the degree.

**MGT 6101Y - MARKETING MANAGEMENT AND APPLICATIONS**

Unit 1: The marketing concept, customer satisfaction and customer value. Topics covered will include: evolution in marketing management philosophy; the marketing environment (internal and external environment); the marketing research process; consumer and business buying behaviour; market segmentation, positioning and targeting; the marketing mix: product, price, promotion and distribution strategy of firms; social responsibility and green marketing.

Unit 2: Characteristics and types of service industries; the services marketing mix; consumer behaviour in services; customer expectations and the importance of customer perceptions of service; customer relationship management through segmentation and retention strategies; aligning strategy, service design and standards; service quality as a profit strategy.

**MGT 6102Y - CONSUMER BEHAVIOUR AND BUSINESS-TO-BUSINESS MARKETING**

Unit 1: Major concepts underlying consumer behaviour, the decision-making process used by consumers, and marketing strategy development, affect and cognition; product knowledge and involvement; attention and comprehension; attitudes and intentions; consumer decision making; conditioning and learning processes; cross-cultural influences in marketing; subculture and social class; reference groups and family; family decision making; market segmentation and product positioning.

Unit 2: The industrial marketing environment; the nature of industrial buying; the interpersonal dynamics of industrial buying behaviour; Industrial marketing research; Industrial market segmentation, target marketing and positioning; product development, management and strategy; price planning and strategy; promoting and selling the industrial product; distributing the industrial product.

**MGT 6039Y - INTEGRATED MARKETING COMMUNICATIONS**

The communication process; integrated marketing communication; advertising agencies, development and implementation of creative strategy; media objectives and strategy, budgeting for marketing communication; promotion mix: advertising, sales promotion, direct marketing, personal selling, internet and interactive media and public relations, measuring the effectiveness of promotional programs, regulation of advertising and social, ethical and economic aspects of advertising.

### **MGT 6104 - RESEARCH METHODS IN MARKETING**

The research process, the need for Information, problem definition; establishing research objectives; research design; information types and sources; data collection methods; data collection forms; measurement and scaling; sampling; data coding, editing and analysis using SPSS; presentation and writing of report. Upon completion of the module, the student is expected to have finalised a dissertation proposal.

### **MGT 6201Y - STRATEGIC AND GLOBAL MARKETING MANAGEMENT**

Unit 1: Concepts and elements of strategic marketing; strategic analysis to understand competition, focus on the customer, and scan the environment; corporate strategic direction, product/market objectives and marketing strategy; strategy selection, portfolio analysis and use of strategic tools; marketing mix strategies.

Unit 2: The international environment; global markets and regional market characteristics; current issues in international marketing research; global marketing strategy: sourcing, entry and expansion in different markets; planning, development and implementation of global marketing plans; the international marketing mix.

### **MGT 6204Y - INTEGRATED MARKETING COMMUNICATIONS II**

Unit 1: Differentiation between traditional and direct marketing practices; key types of direct marketing; benefits of direct marketing to consumers; targeting and prospecting; database mining; message and media strategies; fulfilment (distribution) and customer service.

Unit 2: The link between sales and marketing; the salesperson's job: duties, responsibilities and required skills; the selling process; different selling approaches. sales planning and budgeting; sales forecasting; organising the salesforce: recruitment, selection and training of salespeople; salesforce motivation techniques; performance appraisal and control.

### **MGT 6205Y - STRATEGIC BRAND AND RETAIL MANAGEMENT**

Unit 1: 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: an overview of the deletion decision; nature and role of brands; building and sustaining brands; brand vision, values and essence; auditing brand profitability; structuring to deliver brand values; implementing brand strategy and evaluating performance.

Unit 2: 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.

### **MGT 6211Y - CUSTOMER RELATIONSHIP MANAGEMENT AND STRATEGIC E-MARKETING**

Unit 1: The basic concepts and theory; the key components of relationships: consumer markets, business markets and services; customers and their life cycles; tools and techniques for crm; the framework for crm implementation; crm performance measurement.

Unit 2: Marketing on the internet; internet overview; the world wide web and using it for business; constructing effective websites; internet user characteristics and behaviour; marketing knowledge; product and pricing on the net; targeting market segments and positioning on the net; the net as a distribution channel; e-marketing communications-Customer Relationship Management, the e-marketing plan; leveraging technology; net ethics and law; how to better manage your contacts; online resources for internet marketing; powersearching the web; cyberadvertising agencies; webservices and information.