

# **BSc (Hons) Marketing Management (P/T) - LM322E**

## **1. Objectives**

The evolution of contemporary business has resulted in a new marketing perspective to address consumer needs and demands. This new programme will prepare the students as marketers for leadership roles within their field of specialisation whether they wish to work as consultants for a marketing firm, enter into brand management or any other marketing function. Moreover, students will be also trained in critical marketing concepts and how to employ these marketing strategies for greater sustainable competitive advantage. In this respect, this enriching course 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.

The programme will thus increase and broaden the skills base of students and enhance their ability to think laterally, research, problem-solve, be proactive, apply new ideas, think strategically and increase their marketing competence. Therefore, the objectives of the Marketing Management Programme are to:

- impart a solid foundation in the application of fresh marketing strategies and cutting-edge marketing concepts that will help the business enterprise in achieving a customer centric business model
- prepare students to fulfill managerial roles and responsibilities in the marketing department in both public and private organizations.
- foster the spirit of flexibility, creativity, entrepreneurship, innovation and ethical practices required to address the marketing challenges presented by a rapidly changing business environment
- prepare the students to develop strong analytical skills that will enable them to identify and assess strategic marketing opportunities as well as enable the business enterprise to gain sustainable competitive edge.

## **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**

|         | <b>Normal (Years)</b> | <b>Maximum (Years)</b> |
|---------|-----------------------|------------------------|
| Degree: | 4                     | 7                      |

## **5. Credits per Year**

Minimum 6 credits, Maximum 42 credits subject to Regulation 4.

**6. Minimum Credits Required for Award of Degree: 99**

| Degree    | Minimum Credits for Core Modules | Minimum Credits for Electives | Dissertation | Total |
|-----------|----------------------------------|-------------------------------|--------------|-------|
| 4-7 Years | 81                               | 12                            | 6            | 99    |

**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-hour (for a semester module) or 3-hour (for a yearly module) duration as specified and continuous assessment carrying a range of 20% to 30% of total marks. Continuous assessment will be based on two (2) assignments/class tests and should include at least one class test per module per year.

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 thresholds within the individual continuous assessment and written examination.

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.

Some modules in the structure are run over 15 weeks and carry 3 credits. The assessment of such modules will consist of continuous assessment and an examination of a duration of 2 hrs at the end of the semester in which the module is run.

**Dissertation**

The dissertation is completed over two semesters under the guidance of a supervisor after the taught modules are completed. MGT 2081Y(3) Marketing Research Methods are integral programme components and lead students into their individual research.

**Submission Deadline** for dissertation:

**Final copy:** End Last working day of March in the final year of the programme.

**8. List of Modules**

**CORE MODULES**

| Code          | Module Name                                       | Hrs/Wk<br>L+P | Credits |
|---------------|---|---------------|---------|
| MGT 1067Y(1)  | Principles and Practice of Management             | 3+0           | 6       |
| DFA 1133(1)   | Introductory Accounting and Finance for Marketers | 3+0           | 3       |
| MGT 1071(1)   | Marketing Principles                              | 3+0           | 3       |
| CSE 1010e (1) | Introduction to Information Technology            | O.E.          | 3       |
| MGT 1226 (1)  | Economics for Managers                            | 3+0           | 3       |
| MGT 2268(3)   | Business Communications & Effective Negotiation   | 3+0           | 3       |

|               |  |     |   |
|---------------|--|-----|---|
| MGT 1235(1)   | Managing People in Organisations                     | 3+0 | 3 |
| STATS 1103(1) | Statistics for Managers                              | 3+0 | 3 |
| LAWS 3113 (5) | Laws Relating to Marketing                           | 3+0 | 3 |
| MGT 2258Y(3)  | Marketing Concepts and Practice                      | 3+0 | 6 |
| MGT 2081Y(3)  | Marketing Research Methods                           | 3+0 | 6 |
| MGT 2065Y(3)  | Buyer Behaviour                                      | 3+0 | 6 |
| MGT 2077(3)   | Marketing Ethics and Corporate Social Responsibility | 3+0 | 3 |
| MGT 2257(3)   | Professional Sales Management                        | 3+0 | 3 |
| 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 3235(3)   | Contemporary Issues in Marketing                     | 3+0 | 3 |
| MGT 2152(3)   | International Marketing Management                   | 3+0 | 3 |
| MGT 3146(3)   | Customer Relationship Management and Applications    | 3+0 | 3 |
| MGT 3000Y(5)  | Dissertation   | -   | 6 |

### **ELECTIVE MODULES**

|              |  |     |   |
|--------------|--|-----|---|
| MGT 2002Y(3) | Marketing Communications and Public Relations      | 3+0 | 6 |
| MGT 2083Y(3) | Brand Management                                   | 3+0 | 6 |
| MGT 2259Y(3) | Retail Marketing and Supply Chain Management       | 3+0 | 6 |
| MGT 3237Y(5) | Internet Marketing and Online Customer Experiences | 3+0 | 6 |
| MGT 3236Y(5) | Event and Entertainment Marketing                  | 3+0 | 6 |
| MGT 3238Y(5) | Sustainable Marketing: Green and Social Marketing  | 3+0 | 6 |
| DFA 3021Y(5) | Financial Management and Control                   | 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. Practical Training**

*Practical Training of at least 3 months duration must be satisfactorily completed for the award of the degree. Such requirement may be waived for part-time students currently in employment.*

**11. Programme Plan - BSc (Hons) Marketing Management**  
**YEAR 1**

| <b>Code</b>   | <b>Module Name</b>                                 | <b>Hrs/Wk<br/>L+P</b> | <b>Credits</b> |
|---------------|--|-----------------------|----------------|
| <b>CORE</b>   |  |                       |                |
| MGT 1067Y(1)  | Principles and Practice of Management              | 3+0                   | 6              |
| DFA 1133 (1)  | Introductory Accounting and Finance for Marketers* | 3+0                   | 3              |
| MGT 1071(1)   | Marketing Principles*                              | 3+0                   | 3              |
| CSE 1010e(1)  | Introduction to Information Technology*            | O.E.                  | 3              |
| MGT 1226(1)   | Economics for Managers**                           | 3+0                   | 3              |
| MGT 2268(1)   | Business Communications& Effective Negotiation**   | 3+0                   | 3              |
| STATS 1103(1) | Statistics for Managers                            | 3+0                   | 3              |

**YEAR 2**

| <b>Code</b>  | <b>Module Name</b>                                    | <b>Hrs/Wk<br/>L+P</b> | <b>Credits</b> |
|--------------|---|-----------------------|----------------|
| <b>CORE</b>  |   |                       |                |
| MGT 1235(1)  | Managing People in Organisations*                     | 3+0                   | 3              |
| MGT 2077(3)  | Marketing Ethics and Corporate Social Responsibility* | 3+0                   | 3              |
| MGT 2257(3)  | Professional Sales Management **                      | 3+0                   | 3              |
| MGT 2065Y(3) | Buyer Behaviour                                       | 3+0                   | 6              |
| MGT 2258Y(3) | Marketing Concepts and Practice                       | 3+0                   | 6              |

**YEAR 3**

| <b>Code</b>            | <b>Module Name</b>                                 | <b>Hrs/Wk<br/>L+P</b> | <b>Credits</b> |
|------------------------|--|-----------------------|----------------|
| <b>CORE</b>            |  |                       |                |
| MGT 3146(3)            | Customer Relationship Management and Applications* | 3+0                   | 3              |
| LAWS 3113(5)           | Laws Relating to Marketing*                        | 3+0                   | 3              |
| MGT 2081Y(3)           | Marketing Research Methods                         | 3+0                   | 6              |
| MGT 2082Y(3)           | Service Quality Management                         | 3+0                   | 6              |
| MGT 3077Y(5)           | Entrepreneurship and Small Business Management     | 3+0                   | 6              |
| <b>ELECTIVES</b>       |  |                       |                |
| <b>CHOOSE ONE FROM</b> |  |                       |                |
| MGT 2002Y(3)           | Marketing Communications and Public Relations      | 3+0                   | 6              |
| MGT 2083Y(3)           | Brand Management                                   | 3+0                   | 6              |
| MGT 2259(3)            | Retail Marketing and Supply Chain Management       | 3+0                   | 6              |

## YEAR 4

| <b>Code</b>            | <b>Module Name</b>                                 | <b>Hrs/Wk<br/>L+P</b> | <b>Credits</b> |
|------------------------|--|-----------------------|----------------|
| <b>CORE</b>            |  |                       |                |
| MGT 3065Y(5)           | Strategic Marketing Management                     | 3+0                   | 6              |
| MGT 2152(3 )           | International Marketing Management*                | 3+0                   | 3              |
| MGT 3235(5)            | Contemporary Issues in Marketing**                 | 3+0                   | 3              |
| MGT 3000Y(5)           | Dissertation                                       | -                     | 6              |
| <b>ELECTIVES</b>       |  |                       |                |
| <b>CHOOSE ONE FROM</b> |  |                       |                |
| DFA 3021Y(5)           | Financial Management and Control                   | 3+0                   | 6              |
| MGT 3236Y (5)          | Event and Entertainment Marketing                  | 3+0                   | 6              |
| MGT 3237Y(5)           | Internet Marketing and Online Customer Experiences | 3+0                   | 6              |
| MGT 3238 (5)           | Sustainable Marketing: Green and Social Marketing  | 3+0                   | 6              |

### 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.

## **12. Outline Syllabus**

### **CORE MODULES**

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

The module is intended to update the developments in the field of information technology and to prepare the student to manage those technologies in any project. Topics covered will include: 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.

#### **DFA 1133(1) - INTRODUCTORY ACCOUNTING AND FINANCE FOR MARKETERS**

The Accounting Equation, The Extended Accounting Equation and its Applications, The Accounting System, Adjustments to the Trial Balance, Preparing Basic Financial Statements, Accounting Concepts, Salient Features of Elements in the Financial Statements, Objective of Financial Statements, Cost Classifications, Costing a Product or Service, Decision-making Techniques, Objective of Financial Management, Time Value of Money and its Applications, Risk and Return Computation and Analysis of Individual Assets and Portfolio of Two Assets, Principles Behind the Required Rate of Return, Understanding the Stock Market, Introduction to Capital Budgeting Techniques.

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

The module will provide an overview on laws related in the field of marketing. Topics covered will include: 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 1071(1) - MARKETING PRINCIPLES**

This module aims at developing fundamental knowledge of marketing as a field of study and considers the foundations of marketing practice. Topics covered include: Marketing as a function; the marketing environment ; Marketing Information and Marketing Research; Understanding the consumer and buyer behaviour; Segmentation, Targeting and Positioning; marketing mix; pricing strategy; distribution strategy; communications strategy; product management and strategies; Services Vs Goods markets; Marketing planning; Critical issues in Marketing

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

Topics covered will include: 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 1226(1) - ECONOMICS FOR MANAGERS**

The module aims to provide students with the analytical tools required to understand the micro and macro economic environment within which businesses function and how this has direct relevance to the decision-making processes of managers. Topics covered will include: Basic Tools of Economics; Microeconomics: Scarcity and Allocation, Demand and Supply, Elasticity, Long and Short Run Costs, Labour & Factor Markets, Market Mechanisms, Economic Systems; Macroeconomics: Introduction and Measurement of National Income, Long Run Macro, Short Run Macro, Money and Monetary Policy, Fiscal policy; International Economics; Microeconomics of Trade, Macroeconomics of Trade.

#### **MGT 1235(1) - MANAGING PEOPLE IN ORGANISATIONS**

Introduction to People Management, Historical Background and Evolution of People Management, Personnel Management v/s Human Resource Management, Motivation, Leadership Styles and Traits, Commitment of Employees, Human Resource Planning, Recruitment and Selection, Training and Development, Performance Management, Employee Relations, Teamwork and Empowerment.

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

This module develops a useful, conceptual understanding of psychological theories relevant to the study of consumer behavior and further explores the dynamics of business buying behaviour. Topics covered will include: 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 2077(3) – MARKETING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

The module will provide an insight into contemporary issues of ethical concerns in relation to the modern business enterprise and will further explore the ethical marketing and corporate social responsibility as key business disciplines in the marketing arena. Topics covered will include: Ethical Practices in Marketing: Context and Historical Debates; Understanding of the Ethical Consumer; Emergence of Ethical Marketing and Consumption; Marketing Mix Strategies, Growing Environmentalism and Ethical Marketing; Applied Cases of Ethical Marketing in an International Perspective; The Green Consumer and Green Consumption Patterns;

Marketing of Resistance; Resistance to Marketing and Alternative Futures; Controversies and Emerging Contradictions in Ethical Marketing CSR concepts and theories, CSR in developed and emerging countries, CSR as a marketing tool, Enhanced reputation and brand image, Increased profit and customer loyalty, Creating new business opportunities, Attracting investors and business partners, managing risk, implementing a CSR plan/model.

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

The module introduces the foundations of research methods and makes the connection between business research theory and practice. Topics covered will include: 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**

The module expands the principles, concepts and theories of marketing of services and their practical application to management and further considers the importance of quality issues within service organizations. Unit 1: Topics covered will include: 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. Unit 2: 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 2152(3) – INTERNATIONAL MARKETING MANAGEMENT**

The Scope and Challenge of International Marketing; International Marketing Environment; Identification of Potential International Markets; Market Entry Issues; International Marketing Planning; International Product Strategies; International Marketing Communication Strategies; International Marketing Pricing Strategies; International Marketing Distribution/Channel Strategies; Market Research for International Marketing; E-marketing in the International Business Environment; Managing an International Marketing Programme.

### **MGT 2257(3) – PROFESSIONAL SALES MANAGEMENT**

The module explores the main concepts related to Salesmanship, that is, the art of selling and also relates to the different sales force management techniques. Topics covered will include: Understanding Personal Selling and Sales Management; Dealing with Buying Objections; The Closing Process; Follow Up Service and Sales & Cultivating Long Term Relationships; Sales Force Management and Organization; Profiling and Recruiting Sales People; Developing, Delivering, and Reinforcing a Sales Training Program; Strategic Role of Information in Sales Management; Sales Leadership; Sales Force Compensation; Evaluating a Salesperson's Performance; Managing and Being Managed: Managing Time, Managing Sales Territory, Managing Stress; Ethical and Legal Responsibilities of Sales Managers

### **MGT 2258Y(3)- MARKETING CONCEPTS AND PRACTICE**

This module aims to consolidate and expand knowledge and understanding of marketing, including new directions in marketing theories, research and practice and will include the following topics: Unit 1 - Understanding Marketing Management: Defining Marketing for the 21st Century; Marketing challenges; Developing Marketing Strategies & Plans; Gathering Information & Scanning the Environment; Analyzing Business Markets; Analyzing Consumer Markets; Identifying Market Segments & Targets; Unit 2 - Setting

Product Strategy; Developing Pricing Strategies & Programs; Selecting and Managing Marketing Channels. Designing & Managing Integrated Marketing Communications; Marketing Services; Sustainability marketing

### **MGT 2268(3) - BUSINESS COMMUNICATION AND EFFECTIVE NEGOTIATION**

Overview of Communication in business, Communication and organizational effectiveness, Formal and informal communication systems, intercultural communications, Profiles of diverse cultures, effective of business writing, Employment-Process Communication -Cover letter, resumé, follow-up, interviewing and listening skills, Art of negotiating, Preparing for a negotiation, Managing conflicts, Telephoning and Secretarial barrier, Presentation techniques, culture and negotiating skills. Using visual aids, Cross-Cultural understanding, culture and negotiation. Making meetings effective

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

The module explores the marketing strategic process, from marketing analysis and the identification of market targets, to planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. Topics covered for Unit 1 will include: 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; Strategy implementation and control. Unit 2 of the module will focus on marketing innovations and will be conducted in a seminar format with discussions from materials compiled from various sources from the local and international context. E-business information including Internet marketing; e-business strategy, 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; Pharmaceutical promotion and marketing; Integration and use of Geographical Information Systems (GIS), Global Positioning Systems (GPS) in marketing; Professionalism and accountability in Marketing.

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

This module examines how to cultivate an entrepreneurial mind set and increase awareness of the routes available to turning ideas into business ventures. The characteristics of entrepreneurs are examined as well as the role of entrepreneurs and small businesses in the economy. Topics covered will include: Unit 1- The entrepreneur as a 'catalyst' in economic and social development; The entrepreneurial process; Contribution of psychology to entrepreneurship; Entrepreneurship: Opportunity vs. necessity; Innovation and creativity. Creating and stating the venture; Cultural diversity of entrepreneurship; Social entrepreneurship; Unit 2 - The small business environment; Challenges at start-up; Organising the enterprise, marketing, financial, production and operations management, administrative and financial controls. Managing small business growth; The family business; The business plan.

### **MGT 3146(3) – CUSTOMER RELATIONSHIP MANAGEMENT AND APPLICATIONS**

The module explores the dynamics of Customer Relationship Management and makes the connection between business strategy and the customer strategy. Topics covered will include: Basic CRM Concepts and Theories, The Soft Part of CRM, Employee Behaviour, Internal Marketing and CRM, The Strategic Framework for CRM, Operational, Analytical and Collaborative CRM, Organising for CRM Success, Planning CRM Program, Choosing a CRM Solution, Challenges Around CRM Implementation, CRM Performance Measurement

### **MGT 3235(3)- CONTEMPORARY ISSUES IN MARKETING**

This module will provide an insight into new and emerging themes in marketing both from the theoretical and practical context: Marketing in the Contemporary Organisation; Marketing to Children, Marketing to Minorities, Next and Net Generation Postmodern Marketing and Beyond; Socio-Cultural Context: Arts Marketing; Building Brand Cultures; Gender Issues, Ethical Debates in Marketing; Sustainable Marketing and the Green Consumer; Social Marketing and Consumer Citizenship; Technological Context: New Technologies of Marketing Research; The Global Consumer: Future Challenges and Prospects for Marketing



## **STAT 1103(1)– STATISTICS FOR MANAGERS**

The need for data in management. Evidence based decision making. The formulation of problems in quantitative terms. Tabular and graphical presentation (including computer assisted). Summary measures: averages, variability, skewness and kurtosis; applications in management. Time series analysis and forecasting. Indices (CPI, Wage, Production). Economic and social indicators. Analysis of relationships (Correlation and Regression). Measuring and dealing with uncertainty. Simple decision making problems. Data Collection.

## **ELECTIVES**

### **MGT 2002Y(3)- MARKETING COMMUNICATIONS AND PUBLIC RELATIONS**

The module provides a comprehensive examination of integrated marketing communications and concentrates on the role of public relations in the many different stakeholder environments within which an organisation is concerned. Topics covered will include: 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. Understanding Public Relations, Ethics of Public Relations, PR Departments and PR Consultants, Budgeting and PR, Planning PR Programmes, Marketing Research in PR, Evaluating PR Results, Management and Employee Relations, Crisis PR, PR and Internet

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

The module focuses on branding as a central concept in marketing and explores the fundamental role of branding in the success of many products and organisations as it signals a product's positioning strategy to the marketplace and enables companies to establish their corporate reputation. Unit 1: Topics covered will include: 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. Unit 2: 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. Students will undertake small assignments and projects

### **MGT 2259Y(5) - RETAIL MARKETING AND SUPPLY CHAIN MANAGEMENT**

The module examines the complex nature of marketing planning for organisations in the retail sector which constitutes a dynamic and vital element of any economy. It will also provide an understanding of the linkage of the key business functions and how effective supply chain management can improve performance and provide competitive advantage. Topics covered will include: Unit 1 - 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. Unit 2: Introduction into supply chain management, planning, co-ordination and control of the supply chain, models of the supply chains, supply chain function, Purchasing practice in the supply chain, supply chain dynamics, managing relationship with suppliers and other partners, green supply chain.

### **MGT 3236Y(5)– EVENT AND ENTERTAINMENT MARKETING**

The module aims to provide: an introduction to events; Basic concepts of event management; Different type of events: conference, conventions, meetings, exhibitions, product launch, training courses, festivals; Research & Planning concepts of events: developing critical path; relationship between venues and conventions, meetings, festivals & events: indoor and outdoor venues, convention & conference facilities, exhibition facilities; Trade fairs & exhibition shows; Event management tasks & skills: financial, Human Resources, leadership &

supervision, Public Relations, sponsorship & fundraising, effective communication, Event Profits; Events; Distribution of Event; Define the different kinds of Events Distribution Systems and Discuss promotional strategies for these events. Unit 2: 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.

#### **MGT 3237Y(5)- INTERNET MARKETING AND ONLINE CUSTOMER EXPERIENCES**

The module explores the role of Internet in the marketing strategy of business enterprises and focuses on different strategies on how manage online customer experiences. Topics covered will include: The New Marketing Dynamism and Internet Marketing; Internet Marketing Planning and Models; The Internet Environment, Online Consumer Behaviour and Knowledge; Online Marketing Research; Segmentation and Targeting; Positioning on the Internet; Product and Online Branding, Online Pricing Strategies; Distribution on the Internet; Internet Marketing Communication: Integration with Traditional Media; CRM with the Internet, Developing an E-Marketing Plan, Implementation and Practice: Designing the Customer Interface; Online Communities; Affiliate Marketing and Email Marketing, Search Engine Optimisation, E-Marketing Metrics; Moment of Truth and Managing Online Customer Experiences; Booming Potentials of Viral Marketing, E-Referral Programs; Social Media Marketing; Ethical and Legal Issues in E-Marketing.

#### **MGT 3238Y(5)– SUSTAINABLE MARKETING: GREEN AND SOCIAL MARKETING**

It is argued that that sustainable marketing, a strategy that uses techniques from corporate marketing to influence the behavior of target audiences, is a useful framework for thinking about motivating people to enact environmentally sustainable behaviors. Topics covered will include:

Unit 1: Understanding of environmentalism and sustainable development; Introduction to the environmental movement, the concept of sustainability, and principles like CSR, 3 Ps (people, planet, profit), and the “green wave”; Trends created the context for green marketing, starting with the consumer, target marketing (using Green Gauge and other segmentation) and positioning, and moving on to the green marketing mix. Unit 2: 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.

#### **DFA 3021Y(5) - FINANCIAL MANAGEMENT AND CONTROL**

Financial Management Objectives; Nature, Purpose and Scope of Financial Management in profit and non-profit making organisations; Financial Management Environment; Sources of finance (equity, debt, near-debt and financing of SMEs) and relative costs; Requirements; Capital Structure Planning and Policy including application of Modigliani and Miller propositions; Cost-Volume Profit Analysis & Operating Leverage; Analysis of Capital Budgeting Decisions - Identifying Free Cash Flows and Appraisal of capital investment opportunities (DCF and Non-DCF Techniques) inclusive of effects of taxation, inflation, risk and uncertainty; leasing v/s buying with borrowed funds decisions; Financial & Profit Planning; Nature & Scope of Working Capital Management; Management of Stock, Debtors, Short Term Funds, Cash, Overdrafts, and Creditors; Techniques of Working Capital Management.

Management Control in Decentralised Organisations - Divisional Performance, Transfer Pricing; Quantitative Aids to Budgeting; Performance Measurement Models - Balanced Scorecard, Financial v/s Non Financial Business measures, Benchmarking; Non Profit Organisations; Public Sector; Impact on Reward Schemes; Planning & Control - Strategic Management Accounting; Management Accounting Framework; Management Accounting Systems - Design, Objectives, Recording and Format of Reports; Management Accounting Theory – Behavioural Implications of Management Accounting Practices.

## **DISSERTATION**

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

A dissertation is a piece of independent research carried out by the student under the supervision of an academic member of staff. Research can be carried out in any area of marketing. The student is expected to identify and review the relevant literature, identify a research problem and conduct original empirical research on primary data and secondary data. 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. This final project allows students to develop a project based around their specific career aspirations or using a real-life project.