

Unit Title: Introduction to Marketing	Unit Code: IMKT
---------------------------------------	-----------------

Level: Certificate	Learning Hours: 100
--------------------	---------------------

<b>Learning outcomes and Indicative content:</b>	
Candidates will be able to:	
<b>1. Understand the relationship between marketing and business</b>	
1.1	The various departments or functions within businesses and their priorities
1.2	Describe what marketing is
1.3	The different types of business orientation - product orientation, sales orientation and marketing orientation
1.4	The marketing environment and business competitiveness
<b>2. Demonstrate understanding of the marketing mix</b>	
2.1	Describe what the marketing mix is – the 4Ps
2.2	Describe the connection between product (or services) and customer needs
2.3	Describe why pricing decisions are important
2.4	Describe the objectives of promotion
2.5	Describe the two categories of “place” – distribution channels and logistics
<b>3. Describe the main elements of marketing communications</b>	
3.1	Describe what is meant by marketing communications
3.2	Outline the model of sender, message, and receiver
3.3	Describe what advertising is and its objectives
3.4	Describe sales promotion and its objectives
3.5	Outline the objectives of public relations
<b>4. Display knowledge of sales and selling skills</b>	
4.1	The nature of personal selling
4.2	Situations where a personal selling approach is appropriate
4.3	The role of the sales person
4.4	The sales sequence – preparation, the approach, the presentation/ demonstration, negotiation, sales closure and follow-up

## **5. Make effective marketing presentations**

- 5.1 How to gain knowledge of the buyer's requirements
- 5.2 How to focus on customer benefits not product features
- 5.3 Developing a unique sales proposition (USP)
- 5.4 Preparation and clarity of message
- 5.5 Effective presentation skills
- 5.6 Approaches to overcoming objectives
- 5.7 Identifying buying signals

## **6. Market themselves**

- 6.1 Preparation of business letters, CV and other written business documents
- 6.2 Personal grooming, appearance and body language
- 6.3 Oral communications:
  - 6.3.1 Dealing with people by telephone;
  - 6.3.2 Making a speech or presentation;
  - 6.3.3 Interview techniques
- 6.4 Overcoming barriers to communication
- 6.5 Achieving business goals

### **Assessment Criteria:**

- Assessment method: Written examination
- Length of Examination: Three hours
- Candidates should answer four questions from a choice of eight, each question carrying equal marks

### **Essential Reading**

Marketing Made Simple, Geoff Lancaster, Paul Reynolds, Made Simple Books, Elsevier Science (2002), ISBN 075064771X

### **Additional Reading**

Marketing: The Basics, Karl Moore, Niketh Pareek, Routledge (2006), ISBN 0415380790

Introduction to Marketing Theory & Practice, Adrian Palmer, Oxford University Press (2004), ISBN 0199266271