

Essentials of Marketing Management

Target Audience

i.e. Middle managers and supervisors /team leaders responsible for the marketing function in an organisation

Duration

i.e. 2 contact days

Hours of Teaching

i.e. 16 contact hours

Self study

i.e. Half hour per contact hour
– 24 notional hours

NQF Level

6

Admission Requirements

i.e. Matric plus 5 years working experience in an operational role

Learning outcomes

Upon successful completion of the course learners will:

Input a maximum of 8 outcomes. Use the attached Bloom's Taxonomy for application.

1. Understand the (relatively brief overview of the) critical aspects of marketing management and define what marketing is
2. Review the organizational philosophy known as the marketing concept
3. Appreciate the importance of marketing as both a business function and an interface between the organization and its customers
4. Understand the scope of tasks undertaken in marketing.
5. Understand the decision making processes a customer goes through as they make a purchase and understand the influences on decision making.
6. Understand the reasons for new product development and the development process
7. Understand the role price plays for buyers and sellers

8. Define what a channel of distribution is and understand its contribution to the marketing effort
9. Understand the importance of planned integrated communication in a marketing context

Course Content

Input a maximum of 10 headings/topics

1. Essentials of Marketing Management
2. An Overview of the marketing management process in an organisation
3. Marketing Information systems and Marketing research
4. B2C - Consumer Behavior
5. B2B- Industrial Buyer Behavior
6. Product Strategy
7. Promotion Strategy
8. Distribution Strategy
9. Pricing Strategy

Assessment

Formative assignments in class counts 30 percent of final mark – could be group assignments

Summative individual assignment – 70 percent of final mark

Delivery Site

Both on campus or at client offices

IP Owner

Wits University

Commencement Date

March 2016

