



Marketing Strategies and Operations

Introduction

This module provides an introduction to the purpose, processes and methodologies of marketing strategies and operations. Through presentation and discussion of your existing knowledge, lecturer experience and examples of good practice, you will develop a more informed understanding of the purpose of marketing planning and engage with a variety of underlying issues – strategic, operational and tactical.

Learning Outcomes

- Apply both traditional and digital marketing techniques.
- Understand macro and micro environmental factors that effect marketing and business
- Understand how to undertake market research and maintain MKIS.
- Distinguish between B2B and B2C buyers, buyer behaviours and the DMU.
- Undertake segmentation, targeting and positioning of products/brand.
- To apply the marketing mix and extended marketing mix.
- Undertake a marketing audit and be able to produce a marketing plan which would include objectives, strategies, tactics and budgets.

Course Contents

- What is Marketing? Why is it important to plan?: Definitions of Marketing, Marketing orientation and its alternatives.
- Responding to the macro & micro environment: Marketing audit – PESTEL, SWOT, ANSOFF.
- Marketing Research and MKIS: Primary and Secondary research methodologies Quantitative and qualitative research. Email and web based research, MKIS and database.
- Consumer Behaviour: B2B and B2C buying behaviour, influences on buyer decision making, the DMU and DMP, purchase classes.
- Segmentation, targeting and positioning: Mass marketing, differentiation marketing, target marketing and niche marketing. Bases and criteria for segmentation.
- The Marketing mix and the extended marketing mix: Product, price, place, promotion. People, processes, and physical evidence. In-depth aspects of promotion - traditional v digital.
- Strategic marketing planning: How to write a marketing plan, How to implement and marketing plan.

Assessment/ Reading References

Brace, I. (2004). *Questionnaire Design: How to plan, structure and write survey material for effective Market Research*. London, Kogan Page.

Bradley, N. (2007). *Marketing Research: tools and techniques*. Oxford, Oxford University Press

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José Scheuer is a true international who lived and worked in four European Countries. She has a MSc from EAP-ESCP (Paris, Oxford, Berlin) and worked for 10 years for the Multinational Beiersdorf in Hamburg in Trade marketing, Brand management and International Marketing. She lectured at the Hanze University in the Netherlands in the subjects of Brand Management, Strategic Business Management, Marketing Research and E-Commerce.

Reading List

- Brace, I (2004) **Questionnaire design: how to plan, structure and write survey material for effective market research**. London, Kogan Page.
- Bradley, N. (2007) **Marketing research: tools and techniques**. Oxford, Oxford University Press
- Chaffey, D., Mayer, R., Johnston, K. and Ellis-Chadwick, F. (2006) **Internet marketing: strategy, implementation and practice**. 3rd edition. Harlow, Prentice Hall.
- Chisnall, P. (2004) **Marketing research**. 7th edition. Maidenhead, McGraw Hill.
- Drummond, G., Ensor, J. and Ashford, R. (2004) **Strategic marketing: planning and control**. 2nd revised edition. Oxford, Butterworth Heinemann.
- Fill, C. (2006) **Simply marketing communications**. Harlow, FT/Prentice Hall.
- Gordon, W. (1999) **Good thinking: a guide to qualitative research**. Henley on Thames, NTC Publications.
- Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (2004) **Principles of marketing**. 4th European edition. Harlow, Pearson.
- Lancaster, G., Massingham, L. and Ashford, R. (2001) **Essentials of marketing**. 4th edition. Maidenhead, McGraw Hill.
- Tapp, A. (2005) **Principles of direct and database marketing**. 3rd Edition. Harlow, FT Prentice Hall
- Wilson, A. (2006) **Marketing research: an integrated approach**. 2nd edition. Harlow, Pearson.