Module No	**LT 1313**
Module Title	Marketing goods and services
Module Credit	**20**
School/ Subject Group	School of Engineering and Applied Science Engineering Systems and Management
Staff Responsible	Constant. Iannacci

Aims /Objectives: LT 1313 A

To introduce students to the principles of marketing with a special emphasis upon the problems of service industries. The students should learn the distinction between consumer and industrial markets; the relationship between the marketing mix and the consumer segment and the factors that should be taken into account in developing a strategic approach to markets.

Aims / Objectives:

LT 1313 B

The objective is to examine marketing research as a tool for providing information for decision making. The broad course objectives are to help students to understand the concepts of marketing research, the methods of conducting marketing research and how to use research to solve the problems faced by a marketing manager.
Students are required to submit a marketing research proposal and a marketing research report and therefore they need to make important decisions in research design, data collection forms, sampling procedure and data analysis.

Content:

LT 1313 A

i) Introduction: defining marketing; the shift from product to market led organisations.

ii) Internal functions: marketing organisations; managerial responsibilities; objectives; the marketing mix.

iii) Demand states and the marketing response.

iv) Segmentation: purpose and definition; niche marketing; classification, benefit segmentation; industrial variations.

v) Situation analysis.

vi) Strategic Processes: activity analysis; environment analysis; market analysis; leverage and

limiting factors; the strategic options.

vii) Product life cycles and portfolios.

viii) Distribution channels.

ix) Pricing strategies.

x) Promotion strategies.

Content:

LT 1313 B

THE STRUCTURE OF THE MARKETING RESEARCH INDUSTRY

- Internal suppliers
- External suppliers
- Performance of the marketing research industry

THE MARKETING RESEARCH PROCESS

- 1 Define the problem and establish research objectives
- 2 Determine research design
- 3 Identify information types and sources
- 4 Determine methods of accessing data
- 5 Design data collection forms
- 6 Determine sample plan and size
- 7 Data collection
- 8 Data Analysis
- 9 Final research report preparation

Pre-requisites: None

Format: 11 x 2 hr lectures
11 x 1 hr tutorials

Assessment: **The module includes two components: LT1313A and LT1313B. Students are required to pass both components independently. Each component carries 10 credits.**

LT 1313 A: One 2 hour examination (100%)
LT 1313 B: Continuous assessment: 100%

- **Report 1: 25%**
- **Report 2: 75%**

Reading List: LT 1313 A

Essential:

Principles of Marketing	- Kother et al - Prentice Hall
Principles of Services Marketing:	- Palmer - McGraw Hill
International Marketing	- Cateora - McGraw Hill

Indicative

Principles of Services Marketing and Management:	- Lovelock - Prentice Hall
The Essence of Marketing Research	- Chisnall -Prentice Hall
The Marketing Research Process	- Crimp & Wright - Prentice Hall
Marketing	- Dibb, Simkin et al - Houghton Miffin
Marketing Strategy	- Fifield - Butterworth-Heinemar
Consumer Behaviour	- Louden & Della Bitta - McGraw Hill
Global Marketing	- Johansson - Irwin
Market Segmentation	- McDonald & Dunbar - MacMillan

Reading List: LT 1313 B

Marketing Research: Nigel Bradley Oxford University Press 2007

Basic Marketing Research: Malhotra, Peterson Prentice Hall 2006

Marketing Research: Hair, Bush, Ortinau, McGraw-Hill/Irwin

Date: 27/09/2010

Programmes using Module: **BSc Logistics**
BSc Transport Management