

GRADUATE DIPLOMA IN MARKETING

MODULE OUTLINE



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

GDM101 Marketing Management

Module objectives

To provide students with a good working knowledge of marketing management. Emphasis is placed on the procedures and techniques of decision making in the marketing context. On completing the course, students will be able to apply marketing principles in making marketing decisions.

Learning outcomes

At the end of this module, students should be able to:

- 1) Demonstrate an understanding of the terminologies, theories, concepts, and principles relating to marketing management.
- 2) Integrate these theories, concepts, and principles into a basic framework for understanding marketing decision processes.
- 3) Think strategically about business problems from a marketing perspective.
- 4) Develop an understanding of the factors that influence the marketing manager's decisions.
- 5) Demonstrate critical thinking skills by analysing marketing problems, assessing the quality/validity of data, and formulating valid conclusions based on proper analysis.
- 6) Apply the appropriate information technologies to specified marketing situations.
- 7) Evaluate and recommend marketing strategies and programmes.

- 8) Develop effective marketing plans and strategies for specific organisations, products or services.
- 9) Make marketing decisions based on ethical knowledge.

Outline syllabus

- 1) Introduction to marketing management
- 2) Marketing information system
- 3) The marketing environment
- 4) Marketing research
- 5) Customer value, satisfaction, and loyalty
- 6) Consumer behaviour
- 7) Business markets
- 8) Market segments and targets
- 9) Brand positioning
- 10) Branding
- 11) Product strategy
- 12) Marketing of services
- 13) New market offerings
- 14) Pricing strategies
- 15) Marketing channels and value networks
- 16) Integrated marketing communications

Pedagogy

This module will be delivered using a combination of lectures and tutorials. Highly interactive techniques such as discussion of up to date articles and case studies are employed. Students are engaged in marketing debate on issues covered in the module.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	20%
3	Final Examination	70%
	Total	100%

GDM102 Consumer Behaviour and Marketing Research

Module objectives

The first part of the course covers the study of behavioural models and concepts to help students understand, evaluate, and predict consumer behaviour in terms of marketing implications. The course emphasises an understanding of the processes that influence the consumer's acquisition, consumption, and disposition of goods and services.

The second part of the course focuses on the use of marketing research as an aid to making marketing decisions. More specifically, it deals with how the information used to make marketing decisions is gathered and analysed.

Today's competent marketers are both consumer-centric and market focused. They utilise both consumer behaviour and marketing research knowledge to gain a sustainable competitive advantage in markets where few significant differences exist between product or service offerings. Critical research skills and an understanding of consumer behaviour are part of the necessary skill set for anyone engaged in a growing competitive global marketplace.

Learning outcomes

At the end of this module, students should be able to:

- 1) Apply consumer behaviour and marketing research theories and concepts to solving marketing and business problems.
- 2) Identify opportunities for applying consumer behaviour and marketing research concepts and tools to achieve organisational objectives.
- 3) Integrate the knowledge of consumer behaviour and marketing research to facilitate the process of effective communication, internally and externally.
- 4) Understand the terminology and concepts of consumer behaviour.
- 5) Analyse the sociological and psychological variables that shape the

consumer decision process.

- 6) Appreciate a variety of techniques for changing attitudes.
- 7) Apply knowledge of consumer behaviour to a variety of entities ranging from non-profit organisations to e-commerce.
- 8) Translate a marketing problem into a feasible research question.
- 9) Appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding activities.
- 10) Understand the strengths and weaknesses of alternative research designs.
- 11) Discuss the many sources of marketing information and the various means for gathering such information.
- 12) Display a more sensitive understanding to the biases and limitations of marketing data and basic data analysis.
- 13) Design and execute a basic survey research project.

Outline syllabus

Consumer Behaviour

- 1) Introduction to consumer behaviour
- 2) Perception
- 3) Learning and memory
- 4) Motivation and values
- 5) Personality
- 6) Attitudes
- 7) Individual consumer decision making
- 8) Group influence and opinion leadership

- 9) Organisational decision making
- 10) Cultural influences on consumer behaviour

Marketing Research

- 1) Nature of marketing research
- 2) The marketing research process
- 3) Secondary data sources
- 4) Research design
- 5) Qualitative research
- 6) Observation studies
- 7) Survey and interviews
- 8) Experiments and test markets
- 9) Sampling
- 10) Sources and collection of data
- 11) Analysis and presentation of data
- 12) Consumer behaviour research

Pedagogy

The pedagogy comprises mainly classroom-style lectures using real marketplace examples to illustrate and bring to life the theories taught. In the course of the lectures, students are expected to participate in analysing and discussing real marketplace problems and examples that are brought up.

In the lectures on marketing research, the student will be given hypothetical examples and exercises to give them a chance to put what

they have learnt to the test. Real market cases will also be used for discussion and illustration.

Students have to do a group-project contributing to 30% of the total grade. This is to give the students a hands-on experience in dealing with marketing problems. The project can either take the form of an application of course knowledge to a real case or topical applications to typical marketing problems.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	30%
3	Final Examination	60%
	Total	100%

GDM103 Marketing Communications

Module objectives

To give students a good understanding of how a business communicates with its markets. The nature, role and principles of the various marketing communications tools will be discussed. On completing the course, students will be able to determine the optimum communications mix, in response to consumer feedback, government actions and environmental changes.

Learning outcomes

At the end of this module, students should be able to:

- 1) Explain the role and function of integrated marketing communications in marketing management.
- 2) Target marketing communications more effectively.
- 3) Determine marketing communications objectives and distinguish them from marketing objectives.
- 4) Apply the correct process for developing marketing communications budgets.
- 5) Understand the criteria and strategies for developing marketing communications messages.
- 6) Integrate all the various marketing communications methods.
- 7) Apply the appropriate theories and tools to plan, develop, and evaluate marketing communications.

Outline syllabus

- 1) Introduction to integrated marketing communications
- 2) The marketing communications organizations

- 3) The communication process
- 4) Source, message, and channel factors
- 5) Objectives and budgeting for integrated marketing communications programmes
- 6) Advertising
- 7) Sales promotion
- 8) Public relations (PR)
- 9) Personal selling
- 10) Direct marketing
- 11) The Internet and interactive media
- 12) Measuring the effectiveness of the promotional programme
- 13) Special perspectives

Pedagogy

In addition to formal lectures to introduce theories and frameworks, the lecturer will also facilitate and guide students by encouraging them to participate and to develop their own thoughts. This means checking on their understanding of concepts and clarifying doubts.

To reinforce the lecture material covered, tutorials would involve class discussions, individual or group exercises and case studies.

Videos may be used to illustrate core concepts on marketing communications.

Supplementary course material may be provided to deepen students' understanding of the theories and concepts presented in lectures and class discussions.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	20%
3	Final Examination	70%
	Total	100%

GDM201 Global Marketing

Module objectives

To familiarise students with the different environments of marketing and the problems associated with global marketing. Students will also examine the strategies of entering the global market and the development of different marketing mix for different markets.

Learning outcomes

At the end of this module, students should be able to:

- 1) Develop and utilise a framework for understanding the marketing challenges and opportunities faced by organisations doing business around the world.
- 2) Understand the key environmental and cultural differences across global markets.
- 3) Understand how these environmental and cultural factors influence marketing decisions.
- 4) Develop global strategies designed to define the long term interests of the firm.
- 5) Apply core marketing concepts such as segmentation, targeting, positioning and branding, and implement the marketing mix across countries.
- 6) Analyse challenging marketing situations and provide specific recommendations.
- 7) Understand the planning, personnel and corporate organisational structure necessary to implement a successful global strategy.

Outline syllabus

- 1) Introduction to global marketing

- 2) The global marketing environment
- 3) The global trade environment
- 4) Social and cultural environments
- 5) The political, legal, and regulatory environments
- 6) Global marketing information systems and marketing research
- 7) Segmentation, targeting, and positioning
- 8) Global market entry strategies
- 9) Strategic elements of competitive advantage
- 10) The global marketing mix
- 11) Managing the global marketing effort
- 12) Global marketing and the Internet

Pedagogy

In addition to formal lectures to introduce theories and frameworks, the lecturer will also facilitate and guide students by encouraging them to participate and to develop their own thoughts. This means checking on their understanding of concepts and clarifying doubts.

To reinforce the lecture material covered, tutorials would involve class discussions, individual or group exercises and case studies.

Videos may be used to illustrate core concepts on global marketing

Supplementary course material may be provided to deepen students' understanding of the theories and concepts presented in lectures and class discussions.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	30%
3	Final Examination	60%
	Total	100%

GDM202 Internet Marketing

Module objectives

To provide students with new frameworks and appropriate tools for analysing marketing problems on the Internet. This course also describes how marketers are using the Internet to manage transaction costs, improve brand image, enhance customer relations, and create distribution channels for products and services. It also encourages students to integrate classical marketing knowledge and experience with the Internet environment.

Learning outcomes

At the end of this module, students should be able to:

- 1) Identify major Internet marketing challenges and opportunities based on historical and current events in the global business environment.
- 2) Describe the various functions and applications of the Internet.
- 3) Discuss demographic, geographic, psychographic and behavioural factors important to Internet marketing.
- 4) Explain how to use the Internet as a means of gathering customer-focused data.
- 5) Suggest useful strategies for applying database information.
- 6) Discuss online product and pricing strategies.
- 7) Explain how the Internet has affected and changed the balance of power in distribution channels.
- 8) Describe a variety of tactics for using the Internet as a tool for communicating with customers and measuring the web audience.
- 9) Discuss the importance of using an online presence as a way to build relationships and brand value with major stakeholders.

- 10) Explain ethical and legal issues relevant to Internet marketing.
- 11) Analyse and explain the effective use of Internet marketing strategies towards the achievement of a company's business objectives.
- 12) Apply new knowledge and skills through analysing a marketing company's situation and developing a Web marketing plan.

Outline syllabus

- 1) Introduction to Internet marketing
- 2) The Internet micro-environment
- 3) The Internet macro-environment
- 4) Internet marketing strategy
- 5) The Internet marketing mix
- 6) Relationship marketing using the Internet
- 7) Delivering online customer experience
- 8) Interactive marketing communications
- 9) Maintaining and monitoring a web site
- 10) Business-to-consumer Internet marketing
- 11) Business-to-business Internet marketing

Pedagogy

The learning outcomes will be pursued through the use of class and group discussion, case analysis, online exercises and a group project.

Class time will be devoted to covering key concepts and enhancing student understanding through examples and applications.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	30%
3	Final Examination	60%
	Total	100%

GDM203 Strategic Marketing: Case Analysis

Module objectives

To help develop the skills of students in the qualitative and quantitative analysis of different marketing cases, and in the application of marketing theories to real world marketing practices.

Learning outcomes

At the end of this module, students should be able to:

- 1) Demonstrate an understanding of the strategic marketing planning process and to develop an effective, realistic, creative and innovative strategic marketing plan.
- 2) Understand and evaluate the contribution of marketing strategy to corporate plan.
- 3) Critically analyse case studies using a wide variety of marketing techniques, concepts and models.
- 4) Critically evaluate various strategic options available within given constraints and justify any decisions taken between strategic alternatives.
- 5) Critically evaluate the various strategic tools and models used in strategic marketing planning and control.
- 6) Demonstrate the ability to analyse numerical data and management information, and utilise this knowledge to make optimum decisions about key issues presented in the case study.

Outline syllabus

- 1) Market-oriented perspectives
- 2) Strategic marketing
- 3) External analysis

- 4) Internal analysis
- 5) Financial analysis
- 6) Marketing research
- 7) Market segmentation and targeting
- 8) Differentiation and positioning
- 9) Strategic intent
- 10) Formulation of marketing strategies
- 11) Strategic marketing in action
- 12) Implementation and control

Pedagogy

To accomplish more effective learning, tutorials consisting of case studies based on the weekly chapters are held following the lecture. Local marketing cases, examples and practices will be emphasised where appropriate. During these tutorials, students, in small groups, are required to present to the class the designated case study. Each group is to present, in a professional manner, their evaluation of the case study questions. Interactive class discussion is expected.

These tutorials are designed to make students look at both the practical and the theoretical aspects of strategic marketing.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Group Project	20%
3	Final Examination	70%
	Total	100%