

# **Unit 2: Marketing Essentials**

<b>Unit code</b>	<b>R/508/0486</b>
<b>Unit type</b>	<b>Core</b>
<b>Unit level</b>	<b>4</b>
<b>Credit value</b>	<b>15</b>

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## **Introduction**

This unit is designed to introduce students to the principles of marketing, enabling them to develop a basic marketing plan and to employ elements of the marketing mix to achieve results. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including products/services that they encounter in their own daily lives.

Organisations such as Apple, Google, VISA, Burberry, Zara, Cadbury, Nestle, Unilever, Coca-Cola, Unicef, BP and small local businesses all have at least one thing in common: they all use marketing to influence us to engage with their products and/or services. Whether it is becoming a loyal customer buying a product and service or donating to a charity, organisations use a range of marketing techniques and tools to inform and influence us.

The knowledge, understanding and skill sets that students will gain on successfully completing this unit will enhance their career opportunities; whether setting up their own business or being employed by an organisation.

## **Learning Outcomes**

By the end of this unit a student will be able to:

- 1 Explain the role of marketing and how it interrelates with other functional units of an organisation.
- 2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.
- 3 Develop and evaluate a basic marketing plan.

## Essential Content

### L01 Explain the role of marketing and how it interrelates with other functional units of an organisation

#### *Definitions and the marketing concept:*

Definitions of marketing and the nature of marketing.

The development of the marketing concept, including current and future trends.  
How the external environment influences and impacts upon marketing activity.

#### *The role of marketing:*

The structure and operations of marketing departments.

Overview of marketing processes that include analysis, strategic planning and the marketing mix.

The different roles of marketing within both a B2C and B2B context.

#### *The interrelationships of functional units:*

Marketing as a business function.

The different roles of business units and the interrelationships between these functional units and marketing.

### L02 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

#### *The 7Ps marketing mix:*

Product: Differences between products and services, importance of brands, product development and product lifestyle.

Price: Pricing context, pricing strategies and tactics.

Place: Channel management, supply chain management and logistics.

Promotion: Integrated communication mix and promotional tools.

People: The different roles of 'people' in marketing, including customer interfacing and support personnel. The different skills, attitudes and behaviour of people delivering the product or service to customers.

Physical evidence: The tangible aspects of service delivery – visual, aural and olfactory elements.

Process: Systems and processes involved in delivering a consistent service.  
Different types of processes used to expedite the marketing function.

#### *Achieving overall business objectives:*

The shift from the 4Ps to the 7Ps and the significance of the extended marketing mix.

An overview of the marketing planning process (Analysis, Planning, Implementation and Control) and marketing strategy.

### **L03 Develop and evaluate a basic marketing plan**

#### *Marketing planning:*

The importance and value of marketing plans.

The links between marketing plans, marketing objectives and marketing strategies.

Evaluating and monitoring marketing plans using appropriate control and evaluation techniques such as sales analysis, market-share analysis, efficiency ratios and cost-profitability analysis.

#### *Structure and development of marketing plans:*

Market segmentation and target market selection.

Setting goals and objectives, situational analysis tools and techniques, creating a marketing strategy and allocation of resources and monitoring and control measures.

## Learning Outcomes and Assessment Criteria

Pass		Merit	Distinction
<b>LO1</b> Explain the role of marketing and how it interrelates with other functional units of an organisation			<b>D1</b> Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation.
<b>P1</b> Explain the key roles and responsibilities of the marketing function.  <b>P2</b> Explain how roles and responsibilities of marketing relate to the wider organisational context.	<b>M1</b> Analyse the roles and responsibilities of marketing in the context of the marketing environment.  <b>M2</b> Analyse the significance of interrelationships between marketing and other functional units of an organisation.		
<b>LO2</b> Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives			<b>LO2 &amp; 3</b> <b>D2</b> Design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.
<b>P3</b> Compare the ways in which different organisations apply the marketing mix to the marketing planning process to achieve business objectives.	<b>M3</b> Evaluate different tactics applied by organisations to demonstrate how business objectives can be achieved.		
<b>LO3</b> Develop and evaluate a basic marketing plan			
<b>P4</b> Produce and evaluate a basic marketing plan for an organisation.	<b>M4</b> Produce a detailed, coherent evidence-based marketing plan for an organisation.		

## Recommended Resources

BRASSINGTON, F. and PETTITT, S. (2012) *Essentials of Marketing*. 3rd Ed. Harlow: Pearson.

GROUCUTT, J. and HOPKINS, C. (2015) *Marketing (Business Briefings)*. London: Palgrave Macmillan.

JOBBER, D. and CHADWICK, F. (2012) *Principles and Practice of Marketing*. 7th Ed. Maidenhead: McGraw-Hill.

KOTLER, P. and ARMSTRONG, G. (2013) *Principles of Marketing*. London: Prentice Hall.

MCDONALD, M. and WILSON, H. (2011) *Marketing Plans: How to Prepare Them, How to Use Them*. 7th Ed. Chichester: John Riley and Sons.

## Journals

*Journal of Marketing*

*Harvard Business Review*

## Websites

American Marketing Association [www.ama.org](http://www.ama.org)

Chartered Institute of Marketing (UK) [www.cim.co.uk](http://www.cim.co.uk)

## Links

This unit links to the following related units:

*Unit 1: Business and the Business Environment*

*Unit 22: Product and Service Development*

*Unit 23: Integrated Marketing Communications*

*Unit 37: Consumer Behaviour and Insight*

*Unit 40: International Marketing*