

**AM SYLLABUS (2016)**

**MARKETING**

**AM 23**

**SYLLABUS**

**Marketing AM 23  
Syllabus**

(Available for September)  
Paper I (3 hours) + Paper II (3 hours)

**Introduction**

The aim of the syllabus is to introduce the basic concepts of Marketing to students who intend to specialise in this area of study.

**Scheme of Assessment**

Two three-hour papers are set and candidates must show competence in each. Each paper carries 50% of the global mark.

Paper I consists of eight essay type questions. Candidates will answer five questions.

Paper II consists of two sections: Section A and Section B. Section A will consist of three to five questions based on a case study text. All questions will have to be answered and together carry 40% of the global mark of Paper II. Section B will consist of four essay-type questions applied to a context/situation, two of which have to be answered, each carrying 30% of the global mark of Paper II.

Both in Paper I and in Paper II, the questions may relate marketing principles and practice to the current Maltese situation, however the questions in Paper I will have a particular emphasis on marketing theory/principles/concepts.

**1. Nature of Marketing**

1.1 The meaning of the marketing concept.

The idea that marketing consists of a range of activities, including pricing, promotion, distribution and product design. Understanding the needs of the consumer and seeing if these can be profitably met. The difference between 'selling' and 'marketing'.

1.2 Producer and market-oriented firms.

Distinction between 'seller' and 'buyer' markets. Producer (supply) and market (demand) oriented firms. Production, Product, Sales and Consumer orientations. The societal marketing concept.

1.3 Marketing and the not-for-profit organisations.

The application of marketing to not-for-profit organisations.

1.4 The functions of the Marketing Department.

The role of the marketing department. 'Marketing' as a corporate business philosophy.

**2. The Marketing Environment**

2.1 The Company's Micro and Macro environments and their components.

**3. Types of Markets**

3.1 Differentiation between Consumer, Reseller, Business, Government and International Markets.

3.2 Consumer and organizational markets.

Differentiation between consumer and organizational markets. Reasons why people and organisations buy products and services. The decision-making process of these two types of buyers.

#### **4. Marketing research tools**

- 4.1 Objectives and purposes of marketing research.  
Marketing research as a basis for management decision-making. Establishing a gap in the market, establishing level of demand for pricing policy, investigating consumer reaction to a new product, or to an advertising campaign. Assessing the effectiveness of distribution.
- 4.2 Qualitative and quantitative research.  
Distinction between subjective and objective data. The basic distinction between a sample and a census.
- 4.3 Primary and secondary research.  
Primary research representing original research into consumer preferences, and secondary, using existing data e.g. government statistics on consumer patterns etc.
- 4.4 Methods of conducting primary market research.  
Face-to-face interviews, postal questionnaires, telephone interviews, group and individual interviewing, observations and experimentations.
- 4.5 The marketing research process.  
An outline of the marketing research process.
- 4.6 Limitations of Marketing Research.  
Limitations: cost, accuracy, time and security.

#### **5. Market Segmentation**

- 5.1 The purpose of segmentation.  
Accurate targeting of the product to find the correct niche. Enabling the company to provide variation in the product to ensure maximum sales and to design and target advertising accurately and do this efficiently. Market targeting and product positioning.
- 5.2 Methods of segmentation of consumer markets.  
Considerations of various factors: demographic, geographic, lifestyle, geo-demographic, socio-economic, benefits sought, etc.
- 5.3 The target marketing and product positioning process.  
The essential steps in the market segmentation, target marketing and product positioning process.

#### **6. The Marketing Mix**

- 6.1 Marketing Mix.  
The importance of achieving the correct balance between the 'seven Ps' (Product, Price, Place, Promotion, People, Process and Physical Evidence).

#### **7. The Product**

- 7.1 Goods and Services.  
Distinction between goods and services and their characteristics.
- 7.2 Product classification.  
For Consumer goods/services: convenience; shopping; specialty; unsought; and consumer services.

- 7.3 The process of product development.  
An outline of the process of development from the generation of new ideas to full commercial launch.
- 7.4 The product life-cycle.  
Description of the stages of the product life cycle.
- 7.5 Branding.  
The importance and benefits of branding.
- 7.6 Packaging.  
Packaging as a marketing tool. Six essentials of packaging: distinction, protection, convenience, transportation costs, immediate association, characteristic.

## **8. Pricing**

- 8.1 Pricing objectives.  
Short- and long-run profit maximization, minimization of losses, counter competitive strategies, enter and control market niches/or the total market, market growth, helping the brand to become a leading brand. Internal and External influences on pricing.
- 8.2 Pricing methods.  
Different methods considered, including cost-plus, penetration, skimming, promotion and price discrimination.
- 8.3 Definition of price elasticity of demand.

## **9. Marketing Communications**

- 9.1 The aims of marketing communications (promotion).  
Persuading, reminding, informing and reinforcing a message. The AIDA model.
- 9.2 Different types and tools of marketing communications.  
Advertising, sales promotion, public relations, direct marketing and personal selling. Definitions and the advantages and disadvantages of using these five tools.
- 9.3 The personal selling process.  
The seven steps of the personal selling process: the opening, need identification and stimulation, presentation, dealing with objections, negotiation, closing the sale and the follow up.

## **10. Distribution (Place)**

- 10.1 Different 'chains' or 'channels' of distribution.  
The functions and types of intermediaries between the manufacturer and consumer. Criteria for choosing the appropriate channel.

## **11. The Marketing Plan**

- 11.1 The benefits of planning.
- 11.2 An outline and contents of a marketing plan.  
Taking account of the existing situation, drawing together the understanding of the competition and state of the market, e.g. SWOT analysis. The outline and content of a marketing plan: Statement of marketing objectives, strategies and tactics, an operating plan, details of resources and financial budgets.

## **12. International Marketing**

### 12.1 Reasons for entering an export market.

The global village. Reasons for selling overseas such as profit opportunities, maturity of the domestic market, economies of scale and risk spreading.

### 12.2 The major trading blocs.

Advantages and disadvantages of joining a trading bloc. Malta and its trading partners.

## **13. Consumerism and Customer Relationship Marketing**

### 13.1 Consumerism.

An introduction to consumerism and its meaning, consumer rights to safety, information, choice and to be heard.

### 13.2 Relationship marketing, customer value and customer satisfaction.

Defining relationship marketing and distinguishing between 'customer value' and 'customer satisfaction'. The importance of relationship marketing in building customer relationship and customer retention.

### 13.3 Environmentalism, green issues and marketing. Waste Management. – the 3 R's.

### 13.4 Ethical consideration notably the motivation/manipulation area of promotion.