

ICB

ACCREDITED BUSINESS
QUALIFICATIONS

Marketing Management and Public Relations (MMPR)

CURRICULUM STATEMENT

Basic concepts in marketing management

- Describe the concept of 'marketing';
- explain the differences between consumer needs and consumer wants;
- use a model of needs to identify marketing applications;
- differentiate between 'goods' and 'services';
- explain how marketing efforts relate to the success of a business;
- identify the different types of utilities;
- explain how marketing has developed and changed over the years;
- describe the marketing concept in detail;
- understand the relevance of micro and macro marketing with respect to the marketing effort;
- differentiate between three types of economies;
- understand the different functions that support the marketing function; and
- provide examples of competitive advantages.

The internal marketing environment

- Distinguish between the components of a marketing environment;
- describe the organisation as the micro environment;
- describe the main purposes of three types of organisations;
- explain the concept of a marketing function;
- differentiate between four types of organisational structures;
- describe the impact of these structures on customer service;
- identify the relationships between marketing and the other functions in the business;
- discuss the interdependence of the different functions;
- explain the role of employees in a marketing-oriented organisation;
- apply a systems model to a practical example;
- differentiate between the levels of planning and management;
- explain how sales and marketing fit into the organisation; and
- explain why different functions need to be interdependent.

The external marketing environment

- Explain the impact of the external environment on the organisation;
- describe the categorisation of the three business environments and the impact they have on an organisation;
- assess the level of rivalry in an industry using a competitor analysis model;
- understand the market environment and its components;
- understand the macro environment and its components;
- identify the components and functions of social responsibility;
- understand the dynamics of ethical behaviour in marketing; and
- describe key ethical issues relating to marketing in South Africa.

Formulating a marketing strategy

- Explain the process of establishing strategic objectives;
  understand the eight functions of marketing; explain the key terms
  used in the process of strategic marketing planning; describe the
  influences of the macro environment on an organisation;
  conduct a competitor analysis following a prescribed process;
- use a model to assess the level of competitiveness of an industry; determine what gives an organisation its competitive advantage;
- identify and describe the criteria for segmenting consumer markets;
- apply the different market segmentation approaches to specific South African companies;
- meet the prerequisites for setting effective marketing objectives;
- identify internal and external stakeholders of an organisation;
- explain the purpose of the marketing mix and its elements; and
- understand the role of public relations in the marketing mix.

Understanding 'Product' in the marketing mix

- Explain the role of product in the marketing mix;
- describe why marketers have to differentiate between services and products;
- provide practical examples of the core, actual and augmented components of a product;
- understand the different product classes and understand the reasons why each class is marketed
  differently;
- use strategic tools to categorise the viability of products and identify the most appropriate strategy to adopt;
- describe how a marketing strategy will have to be adjusted during the product life-cycle;
- identify criteria for making product decisions regarding the design and development of a container or wrapper for a product;
- identify key criteria for making product labelling decisions;
- understand the market conditions that would necessitate a change in packaging strategy;
- explain the steps involved in new product development.

Understanding 'Place' in the marketing mix

- Understand the role of place in the marketing mix;
- describe the four distribution channels;
- explain the key of intermediaries in distribution and marketing;
- identify the key players in the marketing channel;
- describe the nature of channel conflict;
- define the factors which need to be considered in the selection of an appropriate channel;
- categorise the different forms of businesses that fall under each middleman category;
- identify strategic distribution channel alternatives;
- describe the changes in distribution strategy required to suit the changing stages of the product in the product life cycle;
- appreciate the importance of physical distribution in marketing; and
- identify the most appropriate method of transport for specific products.

Understanding 'Price' in the marketing mix

- Understand the concept of price in the context of the marketing mix;
- discuss the importance of pricing decisions to the organisation;
- identify a variety of marketing objectives and select appropriate pricing strategies;
- differentiate between the four key pricing strategies and their applications;
- understand the basic economic principles involved in the relationship between price and supply and demand;
- identify and describe the most effective tactics needed to increase sales;
- calculate final prices using four common pricing methods;
- explain the concept of a break-even point in pricing;
- describe how pricing decisions change as a product moves through different stages of the product life-cycle;
- and consider the impact of pricing strategies and their impact on the public relations arena.

Understanding 'Promotion' in the marketing mix

- Explain how promotion fits in with the other components of the marketing mix;
- apply a communications model to a practical marketing communications situation;
- distinguish between the marketing mix and the promotional mix;
- identify the key components of promotion;
- identify the key media used in advertising;
- identify the key activities involved in sales promotion;
- explain the nature of personal selling;
- contrast the functions of public relations and marketing;
- explain the relationship between integrated marketing communications and promotions;
- describe how promotional strategies change as the product moves through the product life-cycle;
- categorise a variety of marketing activities under the relevant component of the marketing mix; and
- explain five methods of designing a promotional budget.

The role of public relations and mass communication in business

- outline the background and history of the development of public relations as a profession;
- create a link between public relations and communication;
- define public relations;
- explain the purpose of public relations;
- illustrate diagrammatically the systematic nature of public relations;
- illustrate the reasons for practising public relations;
- link public relations to the concepts of responsibility and ethics;
- describe how the public relations profession self-regulates;
- outline the different techniques used by public relations professionals to achieve organisational objectives;
- explain the role the public relations professional fulfils in an organisation;
- describe the technical tasks a public relations professional performs;
- list the skills, qualifications and personal characteristics required for success in the profession;

- identify and detail the different communication media/channels used in public relations;
- understand the importance of mass communication to public relations and communication in general;
- recognise the functional differences between the various public relations media; and
- discuss the key issues facing the public relations professional in the future.

Integration – Formulating a strategic marketing plan

- Understand what is meant by the term strategic marketing planning;
- describe the purposes of marketing planning;
- explain the key terms used in the process of strategic marketing planning;
- construct a model representing the strategic marketing process;
- analyse the components of a mission statement;
- formulate effective marketing objectives;
- conduct a situational analysis (SWOT);
- conduct a competitor analysis following a prescribed format;
- explain the importance of competitive advantage for an organization;
- describe the relevance and process of target market selection;
- describe the positioning process;
- explain the four components of the marketing mix;
- describe the components of an implementation plan;
- and compile a strategic marketing plan.