

Unit 2: Marketing Essentials

Unit code: R/508/0486

Unit type: Core

Unit level: 4

Credit value: 15

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:

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

LO 1. Explain the role of marketing and how it interrelates with other functional areas of an organisation

CASE STUDY

Please see the Ryde South Florida case study which is posted to iTutor

MARKETING COURSE CONTENT

Q1. Definitions and the marketing concept:

- Definitions of marketing and the nature of marketing (definition of marketing by Chartered Marketing Institute (CMI), Phillip Kotler, and American Marketing Association (AMA))
- The development of the marketing concept, including current and future trends
- How the external environment influences and impacts upon marketing activity

Q2. The role of marketing:

- Link between business objectives, corporate strategies, and the marketing roles.
- 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 Business to Consumer (B2C) and Business to Business (B2B) context

Q3. The interrelationships of functional units:

- Marketing as a business function
- The roles and operations of the other functional areas of the business.
- The interrelationships between these functional units and marketing.

CLASS DISCUSSION FOR EXAMINATION PREPARATION

Relate these tasks specific to the RYDE South Florida Case Study. To pass this unit you must be able to demonstrate in-depth understanding of the case study context and the marketing subject:

- *the services and products offered by RyDe South Florida to consumers (B2C),*
- *the services and products offered by RyDe South Florida to business consumers (B2B),*
- *the role of marketing in the structure,*
- *the role of other functional areas of the business,*
- *size of the market*
- *competitors,*
- *customers,*
- *customer touch points,*
- *suppliers,*
- *the destination,*
- *industry contexts,*
- *linkages with other entities, and the*
- *larger marketing environment in which the firm operates*

COVER SHEET FOR UNIT 2 LO1 MARKETING EXAMINATION

Date Of Assessment: _____

Name Of Student: _____

Student ID Number: _____

Start Time: _____

End Time: _____

LO1. ORGANISATION OF THE EXAMINATION PAPER					
ASSESSMENT CRITERIA		Assessment Methods		ACHIEVED	
				YES	NO
P1 Explain the key roles and responsibilities of the marketing function	Compulsory	Written OR Oral Examination	Scenario and specific tasks matched to Q1 and Q2		
P2 Explain how roles and responsibilities of marketing relate to the wider organisational context	Compulsory	Written OR Oral Examination	Scenario and specific tasks matched to Q1, Q2 & Q3		
M1 Analyse the roles and responsibilities of marketing in the context of the marketing environment	Optional Task For Merit Grade	Written OR Oral Examination	Scenario and specific tasks to Q1, Q2 & Q3		
M2 Analyse the significance of interrelationships between marketing and other functional units of an organisation	Optional Task For Merit Grade	Written OR Oral Examination	Scenario and specific tasks to Q1, Q2 & Q3		
D1 Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation	Optional Task For Distinction Grade	Written OR Oral Examination	Scenario and specific tasks to Q1, Q2 & Q3		

Requirements to pass the paper

To pass this paper you must be able to:

- 1) demonstrate knowledge of marketing principles and practices in travel and tourism and apply this information correctly to the environment and context of the case study.
- 2) You are required to demonstrate understanding of the role of marketing and how it interrelates with other functional areas of a travel and tourism organization.
- 3) You must apply the marketing contents effectively to explain and analyze the scenarios as you are given in the task.

Special Instructions For The Delivery And Management Of The Examination

- In-class learners will be given supervised examination on-campus on the published date and time.
- Online and Distant Learners will do an oral examination by video conferencing on the published date and time.
- No paper or electronic device is allowed in the examination room.
- Students can enter the examination only with a print-out of the case study and writing utensil.
- The written exam is 4 hours. Students will have one refreshment break and escorted bathroom break only once during the exam.
- Each 'P' assessment criteria will have four tasks each. The tasks are designed to meet the assessment criteria. 'P' tasks are compulsory assignments. You must pass the 'P' tasks to pass the unit.
- There will be one question for each of the 'M' tasks. The 'M' tasks are optional for students seeking higher grade.
- The same number of hours is allotted for students completing the P only or the P and M tasks.