**Programme Summary**

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| **Part** | **Module Code** | **Module Name** | **Credits** |
| 1 | CMK 5102CMK 5104CMK 5106CMK 5108CMK 5110 | Strategic MarketingConsumer Behaviour Accounting for Managers Integrated Marketing Communications Business Research Methods  | 2020202020 |
| **Total Credits Part I** | **100** |
| 2 | CMK 5201CMK 5203CMK 5205CMK 5207CMK 5209CMK 5211 | International Marketing Strategy Global Economy Product Development and Innovation Management Sales and Key Account Management Logistics and Supply Chain Management Retail and Omni channel Management | 202020202020 |
| **Total Credits Part II** | **120** |
| 3 | CMK 5302CMK 5304CMK 5306CMK 5308 | Social MarketingStrategic Brand Management Digital Marketing Market Research and Data analytics  | 20202020 |
| **Total Credits Part III** | **80** |
| 4 | CMK 5400  | Dissertation | 80 |
| **Total Credits Part IV** | **80** |
| **Total Credits for the Programme** | **380** |

**COURSE SYNOPSIS**

**CMK 5102 Strategic Marketing 20 credits**

Explores the process of strategy development and marketing planning as well as the development of strategic options. The scope of marketing decisions in areas of product management, pricing, promotion and distribution is examined.

**CMK 5110 Business Research Methods 20 credits**

Introduction to business research; research philosophies and research approaches; primary and secondary research; business research and marketing research; research briefs and research proposals; literature review; writing up a research report.

**CMK 5104 Consumer Behaviour 20 credits**

Develops an understanding of the concepts of consumer buying behaviour. The module will analyse how the understanding of consumer behaviour can facilitate the development of relationships and provide a basis for developing effective marketing strategies.

**CMK 5106 Accounting for Managers 20 credits**

This is a quantitative course which deals with costing issues, income statements and balance sheet analysis, as well as analysing product profit performance.

**CMK 5108 Integrated Marketing Communications 20 credits**

Examines the method of communication between a business and its customers. Focus will be on effective use of advertising, personal selling, sales promotions, publicity and other tools of communication well as their method of implementation and evaluation.

**CMK 5201 International Marketing Strategy 20 credits**

The world as a global village entails that organizations must avoid economic isolation. Explores the challenges and opportunities provided by international markets and how to respond to them. Issues of export management and documentation are also analysed.

**CMK 5203 Global Economy 20 credits**

This module is designed to give students an overview of the main features of the global economy and to provide an insight into environment in which businesses operate today. The students will explore global economic relationships and the nature of interdependencies between countries. Topics include; Nature and purpose of economic activity; problem of scarcity; Supply and demand model; PPF model; Market systems including planned, free market and mixed economies. Countries at different stages of development; Relationship between growth and development; Indicators of economic development; International trade and finance; Reasons for trade including the theory of absolute and comparative advantage; Terms of trade; Trade barriers; tariffs and quotas; Pattern of global trade and the role of WTO. Economics of globalization; Characteristics and consequences of globalization; Nature and impact of multinational firms (FDI); Examples of economic integration such as EU, USMCA and ASEA, AU, ACTFA; Role of international financial institutions (IMF and World Bank).

**CMK 5205 Product Development and Innovation Management 20 credits**

This module advances students' knowledge and application on core innovation management theories and new product development practice. It is based around understanding of the nature of sustainable innovation and ability to identify the relevance and potential for sustainable innovation in value-creating, consumer-driven businesses.

**CMK 5207 Sales and Key Account Management 20 credits**

Nature and scope of selling, purpose of selling, importance of selling, types of sales positions; the personal selling process - prospecting and preparation; presentation and closing; post sale follow-up; role of the Salesforce; types of salespersons, Salesforce objectives, determining sales force size, Key Account Management.

**CMK 5209 Logistics and Supply Chain Management 20 credits**

The course is designed to develop participant's buying skills. It covers purchasing principles and techniques, buying methods, negotiation philosophies, supplier selection, expediting, legal aspects, international buying, corporate purchasing, performance measurement, effective storekeeping, inventory management and materials management.

**CMK 5211 Retail and Omni channel Management 20 credits**

The module focuses on strategic models and tools to analyse the retailing environment and the development of an Omni-channel strategy in both Business to Customer (B2C) and Business to Business (B2B) contexts. The module highlights the important role which retail plays in contemporary economies and the key retailing strategies utilized by retailers to enhance their performance. Topics include retail communications, customer service, Legal and ethical issues in retailing, Omni-channel developments and management. In today’s world, multiple channels may be combined in the same customer journey. Student will therefore learn how to apply retail theories and models on Omni-channel retailing situations to evaluate a retailer’s current strategy and make recommendations for future Omni-channel strategy. Students will also assess the strategic choices of elements of the (e-) retail mix, appreciate the importance of customer service and retail ethics.

**CMK 5302 Social Marketing 20 credits**

Introduction to social marketing; social marketing planning process, cases in social marketing campaigns; analyzing the social marketing environment; barriers and needs within social marketing settings; audience segmentation and targeting; defining social marketing goals and/or objectives; identifying barriers, benefits, competition and significant others; designing social marketing strategies; developing the desired positioning strategy; product strategy; pricing strategy; place strategy; promotion strategy and creative strategies; managing social marketing campaigns; developing a monitoring and evaluation plan for social marketing campaigns; sustaining behaviors; and ethical issues in social marketing.

**CMK 5304 Strategic Brand Management 20 credits**

The module examines the nature of brands and their strategic importance to an organization. Issues include analysing corporate culture, brand naming and stretching, added value, brand vision etc.

**CMK 5306 Digital Marketing 20 credits**

The digital marketing module covers the main concepts and skills of digital marketing, such as creating a web presence, optimizing content for search engines, using social media platforms, selling online, different types of advertising as well as monitoring and improving campaigns using analytics. Topics covered encompass the following.

**CMK 5308 Services Marketing and Consultancy 20 credits**

Understanding service products, customers and markets (fundamentals of services marketing, customer behaviours in service contexts and segmentation, targeting and positioning services in competitive markets); Critical elements in service marketing (designing the service product, designing marketing communications strategy for services, managing pricing policy and revenues in service contexts, managing services distribution policy); reporting findings or recommendations of a consultancy assignment—structure and content of consultancy reports, presenting a consultancy report to a client(s), and agreeing the way forward—immediate versus delayed exit.

**CMK 5310 Marketing Research and Data Analytics 20 credits**

The module thrust is on demystify the area of big data, statistical methods and insights to prepare students for a career in a marketing environment defined by big data, artificial intelligence and advanced analytics. Rather than a strict focus on data science, statistics and methods, the module balances developing an understanding of analytical techniques with how marketing leaders make decisions using (big data) insight. The syllabus will comprise of two components: big data analytics and customer Insights.  The data analytics part of the module covers the following topics.

**CMK 5400 Dissertation 80 credits**

The dissertation, which is compulsory, helps students to consolidate theoretical knowledge gained in the taught Section of the programme by completing a research project under the supervision of the Department of Business Management staff and/or professionals in the Marketing sector.