

**UR-CBE MODULE LEARNING OUTCOMES
(ACADEMIC YEAR 2016-17)**

UNDERGRADUATE

- 1. Programme Title:** Marketing **School of Business**
- 2. Learning Outcomes and Competencies**

A. Knowledge and Understanding

At the end of the programme students should be able to demonstrate knowledge and understanding of:

- A1. Key Concepts of Marketing
- A2. Marketing Management Philosophies
- A3. Product Life cycle
- A4. Segmenting both consumer and industrial markets
- A5. Marketing both goods and services
- A6. The extended P's of Marketing
- A7. Consumer behaviour insights
- A8. Conducting SWOT Analysis

B. Cognitive/Intellectual skills/Application of Knowledge

At the end of the programme students should be able to:

- **B1.** Prepare the marketing plan
- **B2.** Mix different promotional mix to promote the company's products and services
- **B3.** Design the proper promotion programs and campaigns
- **B4.** Segment both consumer markets and business markets
- **B5.** Apply the Boston Consulting Group Matrix in managing profitably the product portfolios of the company.
- **B6.** Apply the SWOT analysis in analysing both internal and external environment of the business.
- **B7.** Conduct competitor analysis using Michael Porter's five forces model
- **B8.** Scan uncontrollable business environment using SLEPT.

C. Communication/ICT/Numeracy/Analytic Techniques/Practical Skills

- At the end of the programme students should be able to:
- **C1.** Convince and persuade the customers
- **C2.** Identify the needs and wants of the customers through regular customer surveys
- **C3.** Use multi level marketing in distributing the company's products and services.
- **C4.** Use of bargaining tactics and negotiation strategies to win the customers
- **C5.** Use CRM techniques to build long lasting relationship with the customers

D. General transferable skills

At the end of the programme students should be able to:

- **D1.** Sell the company's products and services
- **D2.** Prepare the marketing plan
- **D3.** Promote the company's products and services using different promotional tools
- **D4.** Use of GAPs model in services
- **D5.** Market company's products and services using internet
- **D6.** Market company's products and services using Social media
- **D7.** Use Marketing Information Systems to strategically and competitively position the company.
- **D8.** Design the marketing strategies