市场学：实践导论

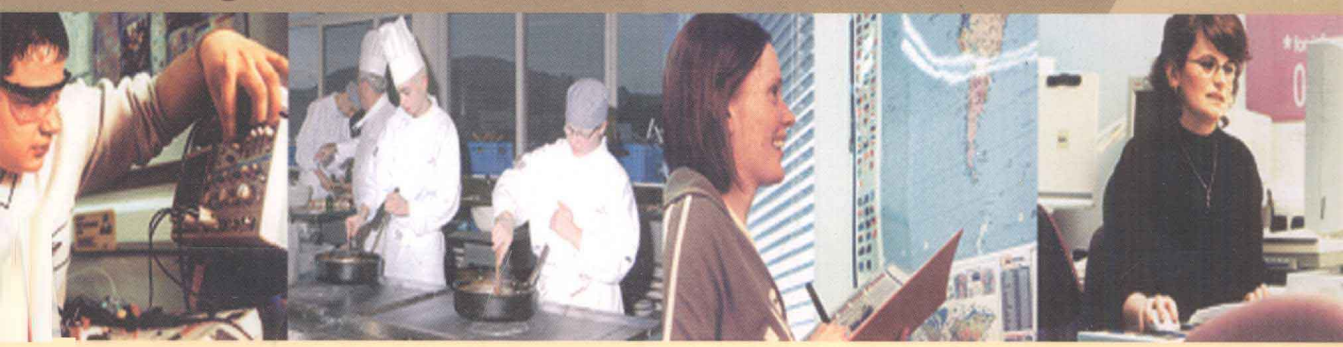
BUSINESS

HIGHER NATIONAL DIPLOMA

【英】苏格兰学历管理委员会（SQA）
Scottish Qualifications Authority

Unit Student Guide

Marketing: An Introduction to Practice DG97 04



中国时代经济出版社

SCOTTISH QUALIFICATIONS AUTHORITY

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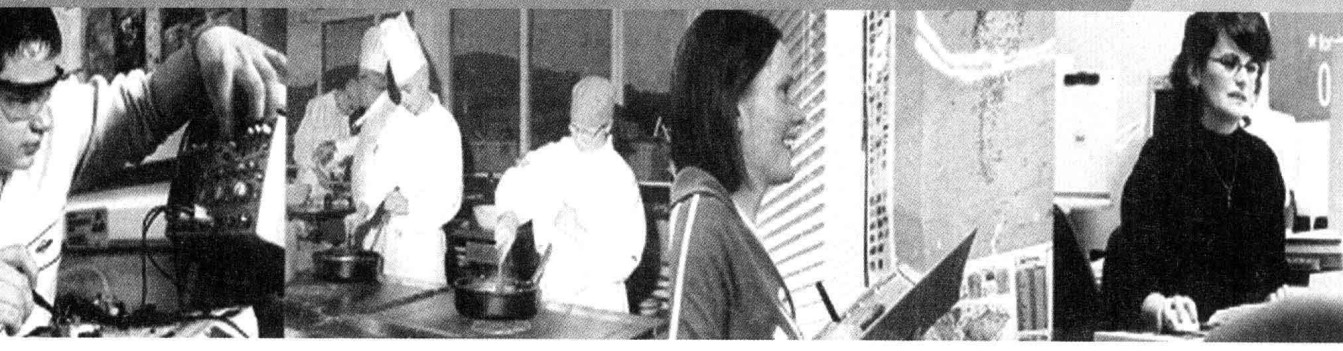
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著作权合同登记 图字：01-2004-3956号

图书在版编目（CIP）数据

市场学：实践导论/苏格兰学历管理委员会著．-北京：中国时代经济出版社，2005.2

ISBN 7-80169-637-9

Ⅰ.市… Ⅱ.苏… Ⅲ.市场学-教材-英文 Ⅳ.F713.50

中国版本图书馆CIP数据核字（2004）第135116号

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Marketing: An Introduction to Practice

市场学：实践导论

苏格兰学历管理委员会著

出 版 者	中国时代经济出版社
地 址	北京市东城区东四十条24号 青蓝大厦东办公区11层
邮政编码	100007
电 话	(010) 68320825 68320517
传 真	(010) 68320634
发 行	各地新华书店
印 刷	北京新丰印刷厂
开 本	787×1092 1/16
版 次	2005年2月第1版
印 次	2005年2月第1次印刷
印 张	7.75
定 价	19.00元
书 号	ISBN 7-80169-637-9/G·200

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1 Introduction to the Scottish Qualifications Authority

This Unit **Marketing: An Introduction to Practice (DG97 04)** has been devised and developed by the Scottish Qualifications Authority (SQA). Here is an explanation of the SQA and its work:

The SQA is the national body in Scotland responsible for the development, accreditation, assessment, and certification of qualifications other than degrees.

Its website can be viewed on: www.sqa.org.uk

SQA's functions are to:

- devise, develop and validate qualifications, and keep them under review
- accredit qualifications
- approve education and training establishments as being suitable for entering people for these qualifications
- arrange for, assist in, and carry out, the assessment of people taking SQA qualifications

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- quality assure education and training establishments which offer SQA qualifications

- issue certificates to candidates.

In order to pass SQA units, students must complete prescribed assessments. These assessments must meet certain standards.

The Unit Specification outlines the 4 Outcomes that students must complete in order to achieve this unit. The Specification also details the knowledge and/or skills required to achieve the outcome or outcomes. The Evidence Requirements prescribe the type, standard and amount of evidence required for each outcome or outcomes.

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2 Introduction to the Unit

2.1 What is the Purpose of this Unit?

This Unit is designed to give you an understanding of marketing practice and how to evaluate the marketing efforts needed to achieve corporate objectives.

It explores the major decisions of an organisation with regard to product, pricing, place (distribution) and external marketing communications. The marketing function of an organisation is also explored. All four elements (product, pricing, distribution, external marketing communications) are addressed theoretically and also using appropriate case studies in examples. Up to date marketing case studies and examples should be accessed from the media, appropriate websites and marketing magazines.

2.2 What are the Outcomes of this Unit?

Outcome 1

Explain the product decisions of an organisation.

Knowledge and/or skills

- Product decisions of a particular organization in terms of their Product mix

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- Product life cycle in terms of the existing Product portfolio and the requirement for Product portfolio changes
- The Boston Matrix and Product life cycle relationship
- Appraisal of Products in the light of changing market conditions.

Outcome 2

Explain how the organisation makes pricing decisions.

Knowledge and/or skills

- Pricing strategies in terms of internal factors and external factors
- Pricing decisions in terms of organisational objectives
- Modifications of pricing decisions in terms of changing market conditions
- Modifications of pricing in terms of organisational objectives
- Pricing strategies and policies.

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Outcome 3

Knowledge and/or skills

- Marketing and distribution systems available to a manufacturer
- Factors influencing a manufacturer in her/his channel choice
- Marketing objectives of intensive, selective and exclusive distribution.

Outcome 4

Explain the external marketing communication decisions of an organisation.

Knowledge and/or skills

- The promotional mix
- The promotional mix in the context of push and pull strategies
- The external marketing communication system in the context of the promotional mix and internal and external factors
- The promotional mix in the context of organizational

objectives

- Modification of the promotional mix in the context of changing market conditions and organizational objectives.

2.3 What do I Need to be Able to do in Order to Achieve this Unit?

In order to complete the Unit successfully, you will be required to achieve a satisfactory level of performance on four pieces of assessed work, relating to each of product, pricing, distribution and external marketing communications. The evidence required is:

1. That you provide a written explanation of the product decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.

2. That you explain, in writing, the pricing decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.

3. That you explain, in writing, the distribution decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment

That you explain, in writing, the external marketing communications decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.

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2.4 Approximate Study Time for This Unit

The notional time allowed to complete the unit is **40** hours; however, some students may need less time, whereas other students may take longer.

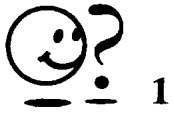
2.5 Equipment/ Material Required for this Unit

Access to a computer with word processing and spreadsheet applications would be desirable.

2.6 Symbols Used in this Unit

The various Learning Materials sections are designed so that you can work at your own pace, with tutor support. As you work through the Learning Materials (see Section 5), you will encounter symbols. These symbols indicate that you are expected to do a task. **These tasks are not Outcome Assessments.** They are exercises designed to consolidate learning or encourage thought, in preparation for the Outcome Assessment (see Section 3—Assessment Information for this Unit).

Self Assessed Question



This symbol indicates a Self Assessed Question. Using a Self Assessed Question helps you check your understanding of the content that you have already covered.

Everything is provided for you to check your own responses. Answers to the Self Assessed Questions are to be found at the back of the Unit Student Guide. **You are strongly discouraged from looking at these responses before you attempt the question.** The questions throughout the Unit Student Guide will help you to prepare yourself for the formal assessments, and to identify topic areas in which you will require clarification and additional tutor support. The questions will not serve this purpose if you look at the questions before trying the activity!

Self Assessed Questions are designed to be checked by you. No tutor input is necessary at this stage unless special help is requested, although from time to time your tutor may wish to view your responses to Self Assessed Questions to see how you are progressing.

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3 Assessment Information for this Unit

3.1 What Do I Have to Do to Achieve This Unit?

In order to complete the Unit successfully, you will be required to achieve a satisfactory level of performance on four pieces of assessed work, relating to each of product, pricing, distribution and external marketing communications. The evidence required is:

1. That you provide a written explanation of the product decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.

2. That you explain, in writing, the pricing decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.

3. That you explain, in writing, the distribution decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.

That you explain, in writing, the external marketing communications decisions of an organisation. Evidence

should be generated under open-book conditions, supervised within the classroom environment.

Form of Assessment for Learning Outcome 1

Outcome one will be assessed by a set of structured questions based on a case study or other piece of stimulus material. The assessment will be completed under open-book conditions, supervised within the classroom environment and will take approximately one hour.

Form of Assessment for Learning Outcome 2

Outcome two will be assessed by a set of structured questions based on a case study or other piece of stimulus material. The assessment will be completed under open-book conditions, supervised within the classroom environment and will take approximately one hour.

Form of Assessment for Learning Outcome 3

Outcome three will be assessed by a set of structured questions based on a case study or other piece of stimulus material. The assessment will be completed under open-book conditions, supervised within the classroom environment and will take approximately one hour.

Form of Assessment for Learning Outcome 4

Outcome 4 will be assessed by a set of structured

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questions based on a case study or other piece of stimulus material. The assessment will be completed under open-book conditions, supervised within the classroom environment and will take approximately one hour.