
Prescription: 644 Buyer Behaviour and Communication Strategies

Elective prescription

Level	6
Credit	20
Version	2
Aim	Students will examine buyer behaviour and develop appropriate marketing communication strategies to reach target markets.
Prerequisites	nil
Recommended prior knowledge	541 Fundamentals of Marketing and 560 Business Communication or equivalent knowledge and skills. It may be also helpful if students are concurrently studying or have already achieved 642 Marketing Research.

Assessment weightings

Learning outcomes	Assessment weighting %
1. Students will examine the buyer decision making process, and its implications for marketing strategies for target markets.	30
2. Students will select and justify target market(s), and apply a positioning strategy to chosen market(s).	20
3. Students will develop and evaluate communication options, and recommend and justify communication strategies to achieve the desired market position.	50
Total	100

All learning outcomes must be evidenced; a 10% aggregate variance is allowed.

Assessment notes

1. Assessment materials should reflect relevant and current technologies, legislation, standards, regulations and acknowledged good industry/business practices.
2. Specific markets may include mass markets.
3. Learners are not expected to carry out in depth market research, but their analysis should be based on actual data.
4. Learning outcome two: In-depth coverage of the marketing mix is not required for the assessment. Students are required to demonstrate how the development of a broad marketing mix can be integrated to achieve and/or maintain the desired positioning. Positioning strategies should be aligned with organisational objectives.

Learning outcome One

Students will examine the buyer decision making process, and its implications for marketing strategies for target markets.

Key elements:

- a) Buyer decision making process:
 - level of involvement:
 - habitual
 - limited
 - extended.
- b) Influences on the buyer decision making process:
 - at least four internal influences
 - at least four external influences.
- c) Implications for marketing strategies.

Learning outcome Two

Students will select and justify target market(s) and apply a positioning strategy to chosen market(s).

Key elements:

- a) Benefits and limitations of segmentation.
- b) Appropriate bases of segmentation.
- c) Profile(s) of chosen target market(s).
- d) Positioning strategy:
 - positioning approach
 - perceptual mapping.
- e) Development of a broad marketing mix.

Learning outcome Three

Students will develop and evaluate communication options, and recommend and justify communication strategies to achieve the desired market position.

Key elements:

- a) Measurable communications objectives aligned with organisational objectives.
- b) Specific detail of options for communication – at least three of:
 - advertising
 - direct marketing
 - public relations
 - sales promotion
 - personal selling
 - word of mouth
 - other.
- c) Creative strategy.
- d) Product related communication e.g. the company brand or logo or slogan.
- e) Cost analysis of chosen communication options.
- f) Integrated marketing communication schedule:
 - itemised budget
 - actions
 - timeline.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Introduced	1	2007	31 December 2013
Review	2	October 2011	31 December 2020