

Last date for assessment: 31 December 2013

**PRESCRIPTION: 644 BUYER BEHAVIOUR AND
 COMMUNICATION STRATEGIES**

This prescription replaces prescription *244 Buyer Behaviour and Communication Strategies*

ELECTIVE PRESCRIPTION

LEVEL	6
CREDIT	20
VERSION	1
INTRODUCED	2007
AIM	Students will understand buyer behaviour and develop appropriate marketing communication strategies to reach consumer and organisation markets.

PREREQUISITES Recommended *541 Fundamentals in Marketing* and *560 Business Communication*. It may be also helpful if students are concurrently studying or have already achieved credits for *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 consumers and organisations.	20
2. Students will select and justify target market(s), and apply a positioning strategy to chosen market(s).	25
3. Students will develop appropriate communication strategies to achieve the desired market position.	55
TOTAL	100

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

ASSESSMENT NOTES

1. Assessment materials should reflect relevant and current legislation, standards, regulations and acknowledged good industry/business practices.
2. Specific markets may include mass markets.

3. It is recommended that assessors keep the marketing research notes simple.
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 consumers and organisations.

Key elements

- a) Buyer decision making process:
 - consumer markets
 - organisational markets
 - level of involvement:
 - habitual
 - limited
 - extended.
- b) Influences on the buyer decision making process:
 - at least three internal influences
 - at least three 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:
 - perceptual mapping
 - positioning approach
 - positioning statement.
- 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) Communication options – at least three of:
 - print
 - electronic
 - public relations
 - sales promotion
 - personal selling
 - word of mouth
 - other.
- c) Recommended media.
- d) Statement of creative strategy.
- e) Product related communication eg the company brand or logo.
- f) Cost analysis of chosen communication options and product related communication.
- g) Integrated marketing communication schedule:
 - itemised budget
 - actions
 - timeline.