

# A86012 Management and Principles of Accounting (2019/2020)

## Session 7 Review Session

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# SESSION OBJECTIVES & OVERVIEW

# Course Overview

1. What is business	15. Accounting: glossary, vocabulary, terms
2. Types of business	16. Introduction to financial accounting
3. Management	17. Accounting for business transactions
4. Review session 1	18. Recording transactions, journal and ledger
5. Marketing	19. Recording owner's contributions & financing
6. Marketing strategy	20. Review session 1
<b>7. Review session 2</b>	21. Recording long-lived assets and investments
8. Operations	22. Recording purchases
9. Finance	23. Recording sales and employee compensation
10. Financial management	24. Review session 2
11. Review session 3	25. Adjusting and closing entries
12. Human resources	26. Adjusting and closing entries ...continued
13. Review session 4	27. Cases and exercises
<b>14. Exam</b>	<b>28. Exam</b>

PGS

SG

PT

# Session Objectives

*At the end of this session students will will have consolidated their knowledge and be able to define **marketing**, articulate the **functions of marketing** and explain the **marketing concept**. Students will understand how to develop a **marketing strategy** and the concepts of **segmentation and positioning**. They will also be able to describe the **marketing mix** and appreciate the need for and importance of **market research** and understand **buying behaviours**.*

*They will be able to define the roles and importance of each of the four elements in the **marketing mix i.e. product, price, distribution and promotion**. They will be able to define **digital media** and **digital marketing** and demonstrate their role in today's business environment and how they affect the marketing mix. They will also be able to define **social networking** and illustrate how businesses can use different types of social networking media at the same time understanding the **legal and ethical considerations**.*

# Session 7 Overview

	Mins
Session objectives and outline	5
Recap of key points from sessions 6 – Marketing strategy	10
Research assignment 4:	25
<ul style="list-style-type: none"> <li>Europe’s Top Companies - Target Markets</li> </ul>	
Research assignment 5:	25
<ul style="list-style-type: none"> <li>Marketing plan outlines for your chosen start-up business</li> </ul>	
Research assignment 6:	25
<ul style="list-style-type: none"> <li>Europe’s Top Companies - Marketing strategies</li> </ul>	
Exercises – Active Review Cards	30
<ul style="list-style-type: none"> <li>Chapter 11 Customer-Driven Marketing</li> <li>Chapter 12 Dimensions of Marketing Strategy</li> <li>Chapter 13 Digital Marketing and Social Networking</li> </ul>	
Required reading	5
Reading Business Chapters 11, 12 & 13	
Overview of session 8 – Operations	5
Summary and validation	5

# RECAP OF SESSION 6 – MARKETING STRATEGY

# Recap Session 6

## Marketing mix

- Product strategy
- Pricing strategy
- Distribution strategy
- Promotion strategy

## Digital media and social networking

- Digital media
- Social networking
- Legal and ethical issues

# **RESEARCH ASSIGNMENT 4 – EUROPE’S LEADING COMPANIES**



# Research Assignment 4

- For your chosen company identify what its **target markets** are:

# **RESEARCH ASSIGNMENT 5 – MARKETING PLAN FOR YOUR START-UP BUSINESS**

# Research Assignment 5

- Prepare an outline **marketing plan** for your chosen start-up business:

# **RESEARCH ASSIGNMENT 6 – EUROPE’S LEADING COMPANIES**

# Research Assignment 6

- For your chosen company identify what its **marketing strategies** are

# EXERCISES

# Exercises

- Active Review Cards
  - Chapter 11 Customer-Driven Marketing
  - Chapter 12 Dimensions of Marketing Strategy
  - Chapter 13 Digital Marketing and Social Networking

# **REQUIRED READING AND RESEARCH ASSIGNMENT**



# Required Reading and research assignment

- Reading
  - M Business
    - Chapters 11 – 13
- Exercises
  - M Business
    - Test Bank Questions Chapters 11 - 13

# **SESSION SUMMARY AND VALIDATION, OVERVIEW SESSION 8**

# Overview of Session 8 – Operations management

- The nature of operations management in manufacturing and service industries
- Planning and designing operations systems
- Supply chain management
- Managing quality

# Session Validation

- What is marketing? What is it not?
- What are the functions of marketing?
- What is the marketing concept?
- What are the elements of a marketing strategy?
- What are the 4 elements of the marketing mix?
- Describe the two types of market research
- Why do people buy and what is their buying process?
- What impact does the environment have on marketing?

# Session Validation cont'd

- Describe the product development process
- What is a brand and why is it important?
- How can you calculate the value of a product?
- What alternative marketing channels are there for consumer products?
- What is the difference between a push and a pull strategy?
- What is the impact of digital media on the marketing mix?
- Name some of the legal and social issues in internet marketing