

## CIMA–E1 Area D – Self-Study Guide

Session (duration)	Component Learning Outcomes	Study Guidance/Tips	CIMA Technical Articles
<b>SECTION D: MARKETING (20%)- Recommended study time - 33 hours over 3 weeks</b>			
20 - 21 (Wk 10, 11 hours)	<p><b>1(a)</b> explain the marketing concept, and the alternatives to it;</p> <p><b>1(b)</b> describe the marketing environment of a range of organisations;</p> <p><b>1(c)</b> explain marketing in a not-for-profit context;</p> <p><b>1(d)</b> explain the social context of marketing behaviour;</p> <p><b>1(e)</b> describe theories of consumer behaviour.</p> <p><i>*CIMA Official Study Text – Chapter 8 &amp; 10</i></p>	<ol style="list-style-type: none"> <li>1. Marketing concept is a business philosophy which attempts to meet consumer needs.</li> <li>2. Marketing plan should be driven by and consistent with an organisation’s corporate strategy</li> <li>3. The Ansoff matrix shows possible strategies for products and markets.</li> <li>4. Social Marketing uses marketing techniques to achieve non commercial goals</li> <li>5. In consumer marketing, the consumer may combine a number of roles e.g. buyer, payer and user.</li> </ol>	<p><a href="#">Experimental Marketing</a></p> <p><a href="#">Question &amp; model answer on experimental marketing</a></p>
<p><b>1(a) Exam questions:</b> <a href="#">May-10-Q1.6</a> <a href="#">Sept-11-Q1.2</a> <a href="#">May-12-Q2c</a> <a href="#">Sept-12-Q1.7</a></p> <p><b>1(b) Exam questions:</b> <a href="#">May-10-Q1.7</a> <a href="#">Nov-11-Q3b</a> <a href="#">Mar-12-Q3a</a></p> <p><b>1(c) Exam questions:</b> <a href="#">May-10-Q1.8</a> <a href="#">May-12-Q3c</a> <a href="#">Sept-12-Q1.5</a></p> <p><b>1(d) Exam questions:</b> <a href="#">Nov-10-Q4a</a></p> <p><b>1(e) Exam questions:</b> <a href="#">May-10-Q1.10</a> <a href="#">May-12-Q2d</a> <a href="#">Sept-12-Q2d</a></p>			

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16 - 17 (Wk 11, 11 hours)	<p><b>2(a)</b> explain the relationships between market research, market segmentation, targeting and positioning;</p> <p><b>2(b)</b> apply tools within each area of the marketing mix;</p> <p><b>2(c)</b> describe the business contexts within which marketing principles can be applied;</p> <p><b>2(d)</b> describe the market planning process;</p> <p><b>2(e)</b> explain the role of branding and brand equity.</p> <p><i>*CIMA Official Study Text – Chapter 9 &amp; 10</i></p>	<ol style="list-style-type: none"> <li>1. Kotler and Keller defined Marketing mix as the set of controllable variables and their levels that the firm uses to influence the target market.</li> <li>2. If a question refers to 4 elements, the examiner is referring to the traditional 4Ps. If 5 elements are referred to, add 'People'.</li> <li>3. Other key theories in this section are: Product life cycle and BCG matrix. BCG matrix will be appearing in P2 as well.</li> </ol>	<a href="#">Question &amp; model answer on Marketing Mix</a>
<p><b>2(a) Exam questions:</b> <a href="#">May-12-Q2f</a> <a href="#">Sept-12-Q3b</a></p> <p><b>2(b) Exam questions:</b> <a href="#">May-10-Q2c, Q2d</a> <a href="#">Nov-10-Q4b</a> <a href="#">May-11-Q4b</a> <a href="#">Sept-11-Q1.7</a></p> <p><b>2(c) Exam questions:</b> <a href="#">May-10-Q1.9</a> <a href="#">May-11-Q4b</a> <a href="#">Sept-11-Q3c</a></p> <p><b>2(d) Exam questions:</b> <a href="#">Nov-11-Q3a</a> <a href="#">Mar-12-Q3b</a></p> <p><b>2(e) Exam questions:</b> <a href="#">May-11-Q4a</a> <a href="#">Sept-11-Q3b</a></p>			

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18 – 19 (Wk 12, 11 hours)	Practice as many past exam questions as possible	<p>When practicing past exam papers you should try and time yourself to exam conditions, as a guide use 1.8 minutes per mark.</p> <p>Review the post exam guides and suggested answers to check if you are answering question requirements correctly.</p>	<a href="#">An exam room approach to answering E1 questions</a>

**OTHER STUDY RESOURCES:**

[Find all examiners suggested answers here](#)

[Post exam guides](#)

[CIMA Publishing](#)

[Velocity-Student e-magazine](#) [Financial Management magazine](#)

[Chat to other students on CIMAsphere-discussion boards for operational level](#)

Please note that the session duration time given for each area is a rough guide based on % of E1 syllabus weightings. Research has shown that students who study at **minimum of 11 hours** per week are more likely to pass. These timings must be taken into account with other personal commitments such as work, family time, recreation etc.

Obviously the more hours students can dedicate to studying the higher their chance of success.

Please use this as guidance rather than as an exact science of how to study, and please feel free to change it to suit your requirements.