Marketing Principles

Module Code      4MARK001W
Module Level     4
Length           Session One, Three Weeks
Site             Central London
Host Course      London International Summer School
Pre-Requisite    None
Assessment       75% Report, 25% Group Presentation

Summary of module content

This module provides students with an introduction to marketing and its role in business and society. It gives students an overview of the principles underpinning marketing activities, and is both an introduction to the subject area. The module aims to introduce the key concepts of marketing, an understanding of consumer behaviour, and an evaluation and application of marketing tools in the context of contemporary major social and environmental issues.

Learning outcomes
By the end of the module, the successful student will be able to:
1. Understand the underpinning principles and current practice of marketing and its role in organisations.
2. Understand the characteristics and dynamics of the external environments within which organisations operate.
3. Collect data from a range of defined sources and analyse to present information and solve business problems.
4. Communicate effectively, orally and in writing, in a clear and concise manner using a range of media which are widely used in business.
5. Show an awareness of ethical constraints facing organisations.
6. Work effectively in a group on a given task meeting obligations to other group members.

Course outcomes the module contributes to:
BA Business Management

**L4.2** Demonstrate an understanding of the functions and processes of business organisations (KU)

**L4.3** Explore & evaluate the nature of the interrelationships between internal and external pressures in an organisation within a global context (KU).

**L4.6** Communicate effectively, orally and in writing, in a clear and concise manner (KTS).

**L4.7** Demonstrate awareness of cultural differences and ethical constraints in both the internal and external organisational environment (GA).
Course outcomes the module contributes to:
BA Entrepreneurship

L4.5 Understand the elements of effective communication, networking and negotiation skills (KTS)
L4.7 Use research techniques applicable both to academic and entrepreneurship practice (KTS)

Indicative syllabus content
Overview of marketing: marketing in different contexts (profit/not for profit), ethical issues in marketing, corporate social responsibility.

- Marketing analysis: Competitors, Environment, and integration to get output from SWOT Matrix.
- Marketing research: its importance and role in marketing process, the process of conducting marketing research, overview of different methods.
- Buyer behaviour: both consumer and organisational, Maslow’s hierarchy of needs, segmentation and targeting.
- Products as both goods & services: Positioning, the product life cycle, the diffusion of innovation, 4Ps 7Ps.
- Branding: the difference between products and brands.
- Price: the principle pricing methods.
- Marketing communications: distribution channels and choices.
- Contemporary issues in marketing: eg digital, global.

Teaching and learning methods
Teaching will follow the lecture/ seminar pattern for the duration of the semester. When the module is required to run in the summer school this may be adapted to block mode delivery.

<table>
<thead>
<tr>
<th>Activity type</th>
<th>Category</th>
<th>Student learning and teaching hours*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Scheduled</td>
<td>12</td>
</tr>
<tr>
<td>Seminar</td>
<td>Scheduled</td>
<td>24</td>
</tr>
<tr>
<td>Tutorial</td>
<td>Scheduled</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total Scheduled</strong></td>
<td></td>
<td><strong>48</strong></td>
</tr>
<tr>
<td>Structured independent study</td>
<td>Independent</td>
<td>42</td>
</tr>
<tr>
<td>Module and Course based general study</td>
<td>Independent</td>
<td>42</td>
</tr>
<tr>
<td>Working on and taking assignments</td>
<td>Independent</td>
<td>68</td>
</tr>
<tr>
<td><strong>Independent study</strong></td>
<td>Independent</td>
<td><strong>152</strong></td>
</tr>
<tr>
<td><strong>Total student learning and teaching hours</strong></td>
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<td><strong>200</strong></td>
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</table>

*the hours per activity type are indicative and subject to change.
Assessment rationale
The assessment for this module consists of two components, a group presentation and an individual report, which are designed to assess students’ understanding of and ability to apply the marketing concepts and principles covered in the module and their application to the marketing management process. The assessment is also designed to evaluate students’ ability to communicate the structure information effectively in writing in a report and orally in a group presentation, reflecting workplace practice in real-life organisations. Discussions will be carried out in seminars on the progress of coursework to give students formative feedback throughout the semester.

The assessment for this module has been designed in the full expectation that formative assessment is completed, as directed, by the module leader; failure to do so is likely to impact on the student’s ability to pass the module.

Assessment criteria
The group presentation assesses learning outcomes:
1. Understanding of principles and current marketing practice and its role in organisations. 4 and 6 (LOs) Ability to communicate and work effectively in a group.

The individual written report assesses learning outcomes:
2. Understanding of the complexities of the marketing environment
3. Ability to collect and analyse data for marketing purposes
4. Awareness and understanding of marketing ethics

Assessment methods and weightings

<table>
<thead>
<tr>
<th>Assessment name</th>
<th>Weighting %</th>
<th>Qualifying mark %</th>
<th>Qualifying Set</th>
<th>LOs</th>
<th>Assessment type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group presentation</td>
<td>25</td>
<td>30</td>
<td>n/a</td>
<td>1, 4 Comms 6 Group</td>
<td>Group Presentation (20 minutes)</td>
</tr>
<tr>
<td>Report</td>
<td>75</td>
<td>30</td>
<td>n/a</td>
<td>2, 3, 5</td>
<td>Individual report (3,000 words)</td>
</tr>
</tbody>
</table>

Synoptic assessment
n/a

Sources

Essential reading list

Core Textbook:
Recommended Textbooks:

Supplementary Journals:
Journal of Marketing
European Journal of Marketing
International Journal of Market Research
Journal of Academy of Marketing Science
Journal of Consumer Research
Journal of Advertising

Supplementary Magazines and Trade Press:
Marketing Week
Marketing
Mintel Reports
Advertising Age
Advertising Weekly
The Economist
Campaign

Additional reading will be posted on Blackboard