

# Marketing Principles

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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

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## 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.

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

\*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

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

### Synoptic assessment

*n/a*

### Sources

#### Essential reading list

##### Core Textbook:

Jobber, D. & Ellis-Chadwick, F. (2013) *Principles and Practice of Marketing*. (7<sup>th</sup> ed.) Maidenhead, England: McGraw-Hill.

**Recommended Textbooks:**

Kotler P., Armstrong G., Wong V. & Saunders J.A. (2015) *Principles of Marketing*. (16<sup>th</sup> ed.) Global edition. London: Pearson.

Hackley, C. (2011) *Marketing: A Critical Introduction*. London: SAGE Publication Ltd.

Hackley, C. (2013) *Marketing in Context: Setting the Scene*. London: Palgrave Macmillan.

**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**