



**ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Principles of Marketing				
Module Code	UMKDKV-15-1	Level	1	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Business and Law	Field	Marketing		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	FdA Business with Management				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
First CAP Approval Date	1 June 2016	Valid from	September 2016		
Revision CAP Approval Date		Revised with effect from			

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>Understand and discuss the key concepts, principles, theories and processes which apply in marketing. (Component A)</li> <li>Explain the different roles of marketers, intermediaries and customers in the marketing context (Component A)</li> <li>Examine key factors that affect consumer buyer behaviour and market dynamics (Component A)</li> <li>Describe and apply branding fundamentals (Component A)</li> <li>Identify and demonstrate the relationships between the different components of the marketing mix (Component A)</li> </ul>
Syllabus Outline	<ul style="list-style-type: none"> <li>Definitions of marketing</li> <li>Key marketing concepts- market segmentation, targeting and positioning</li> <li>Importance of competitive advantage</li> <li>Branding- brand awareness, brand loyalty and the value of the brand</li> <li>Market orientation: examine the role of the consumer and buyer behaviour</li> <li>Introduce the market audit concept and its value in achieving organisational objectives- SWOT and PESTLE</li> </ul>

	<ul style="list-style-type: none"> <li>Principles of marketing (4 P's and 7 P's)</li> <li>Challenges in implementing marketing plans and initiatives</li> <li>Impact of ethical and environmental issues on the organisation's marketing mix and process;</li> </ul>																				
Contact Hours	<p>The module will be taught semesterised and completed within 15 weeks. There will be a 2 hour lecture- led session with a 1 hour seminar per week.</p> <table border="1" data-bbox="403 461 1090 620"> <thead> <tr> <th>Activity</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Scheduled contact</td> <td>45</td> </tr> <tr> <td>Self-direct study</td> <td>105</td> </tr> <tr> <td><b>Total study time</b></td> <td><b>150</b></td> </tr> </tbody> </table>	Activity	Hours	Scheduled contact	45	Self-direct study	105	<b>Total study time</b>	<b>150</b>												
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Teaching and Learning Methods	<p>The module will be taught through a series of lectures, reinforced by a series of small group seminars/workshops.</p> <p>The lectures are designed to be interactive and will be integrated with practical examples and written and video case materials with opportunities for group learning and discussions.</p> <p>Seminars/workshops will concentrate on discussing in more detail some of the central topics of the module and will be supported by independent and group case study work as well as guided group discussions, exercises and presentations. The workshops will provide opportunities for students to apply and discuss their experiences in the work based learning environment through individual and group exercises and presentations.</p> <p>The module encourages the development of independent learning strategies for students. It places emphasis on the acquisition of conceptual knowledge and understanding and its application to increasingly dynamic and complex situations. Students will be encouraged to use a range of reading material to deepen their understanding of marketing theory and to help prepare them for the assessment. To this end, use will be made of Blackboard. Guest lecturers working within the marketing industry will also come in and deliver sessions for the module.</p>																				
Key Information Sets Information	<table border="1" data-bbox="456 1379 1362 1760"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>45</td> <td>105</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> open book written exam  <b>Coursework:</b> market report</p> <p>Please note that this is the total of various types of assessment and will not</p>	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	45	105	0	150
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necessarily reflect the component and module weightings in the the Assessment section of this module description:

Total assessment of the module:				
Written exam assessment percentage				100%
Coursework assessment percentage				0%
Practical exam assessment percentage				0%
				100%

**Reading Strategy**

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the university. These include a range of electronic journals and a wide range of resources available through websites and information gateways. Many of the resources can be accessed remotely.

Students will be directed and expected to undertake essential reading throughout the module.

**Essential reading**

Brassington, F. & Pettitt, S. (2012) *Essentials of Marketing*. 4th ed. London: Prentice Hall.

**Indicative Reading List**

**Further reading**

Blythe, J. (2009) *Principles and Practice of Marketing*. 2<sup>nd</sup> ed. London: Thomson Learning.

Brenkert, G.G. (2008) *Marketing Ethics*. Chichester :Blackwell Publishing.

Evans, M., Jamal, A., Foxall, G. (2009) *Consumer Behaviour*. 2<sup>nd</sup> ed. Chichester: John Wiley.

Fill, C. (2011) *Essentials of Marketing Communications*. Harlow : Pearson Education Limited.

Fill, C. (2013) *Marketing Communications: Brands, Experiences and Participation*. 6<sup>th</sup> ed. London: Pearson Education Limited.

Jobber, D. (2012) *Principles and Practice of Marketing*. 7<sup>th</sup> ed. London: McGraw Hill.

Kotler, P., Armstrong, G., Wong, V. and Saunders, J. (2008) *The Principles of Marketing*. 5<sup>th</sup> ed. Harlow: Pearson Education Limited.

Levinson, C.J and Levinson, J. (2011) *The Best of Guerrilla Marketing*. USA: Entrepreneur Publishing.

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. (2009) *Consumer Behaviour: A European Perspective*. 4<sup>th</sup> ed. London: Prentice Hall.

**Academic and Practitioner Journals**

Academy of Marketing

European Journal of Marketing

Journal of Marketing

Journal of Consumer Behaviour Management

Marketing Management

	The Harvard Business Review The Economist
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<b>Part 3: Assessment</b>	
<b>Assessment Strategy</b>	<p><b>Component A: Open Book Exam.</b></p> <p>The assessment has been designed to enable learners to achieve the full range of learning outcomes. The open book exam will enable learners to relate their knowledge and understanding of key marketing concepts to the business sector and to be able to apply examples from a local, national and an international context.</p> <p>Formative assessment</p> <p>Students will undertake a series of case studies relating to each key marketing theories to aid in their development, these will be formatively assessed and may include either presentations or short verbal reports.</p>

Identify final assessment component and element	<b>Component A</b>	
	<b>A:</b>	<b>B:</b>
<b>% weighting between components A and B</b> (Standard modules only)	<b>100%</b>	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Open Book Exam (3 Hours)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
n/a		

<b>Resit (further attendance at taught classes is not required)</b>		
	<b>A:</b>	<b>B:</b>
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Open Book Exam (3 Hours)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
n/a		

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.