



MODULE SPECIFICATION

Part 1: Information			
Module Title	Principles of Marketing		
Module Code	UMKDKV-15-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes.</p> <p>Outline Syllabus: The syllabus includes: Definitions of marketing Key marketing concepts- market segmentation, targeting and positioning Importance of competitive advantage Branding- brand awareness, brand loyalty and the value of the brand Market orientation: examine the role of the consumer and buyer behaviour Introduce the market audit concept and its value in achieving organisational objectives- SWOT and PESTLE Principles of marketing (4 P's and 7 P's) Challenges in implementing marketing plans and initiatives Impact of ethical and environmental issues on the organisation's marketing mix and process;</p> <p>Teaching and Learning Methods: The module will be taught through a series of lectures, reinforced by a series of small group seminars/workshops. 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. Seminars/workshops will concentrate on discussing in more detail some of the central topics of</p>

STUDENT AND ACADEMIC SERVICES

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.

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.

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.

Part 3: Assessment

Component A: Open Book Exam.

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.

Formative assessment

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.

First Sit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	100 %	Online Open book examination 2000 words max - conducted in a 24 hour window
Resit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	100 %	Open book online examination max 2000 words conducted in a 24 hour window

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Understand and discuss the key concepts, principles, theories and processes which apply in marketing	MO1
	Explain the different roles of marketers, intermediaries and customers in the marketing context	MO2
	Examine key factors that affect consumer buyer behaviour and market dynamics	MO3
	Describe and apply branding fundamentals	MO4
	Identify and demonstrate the relationships between the different components of the marketing mix	MO5
Contact Hours	Independent Study Hours:	

STUDENT AND ACADEMIC SERVICES

	Independent study/self-guided study	105
	Total Independent Study Hours:	105
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	45
	Total Scheduled Learning and Teaching Hours:	45
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umkdkv-15-1.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business with Management [Sep][FT][UCW][2yrs] FdA 2020-21

Business with Management [Sep][PT][UCW][3yrs] FdA 2020-21