



Module Specification

Principles of Marketing

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Principles of Marketing

Module code: UMKDKV-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

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;

Part 3: Teaching and learning methods

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 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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understand and discuss the key concepts, principles, theories and processes which apply in marketing

MO2 Explain the different roles of marketers, intermediaries and customers in the marketing context

MO3 Examine key factors that affect consumer buyer behaviour and market dynamics

MO4 Describe and apply branding fundamentals

MO5 Identify and demonstrate the relationships between the different components of the marketing mix

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 105 hours

Face-to-face learning = 45 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdkv-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umkdkv-15-1.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:**Examination (Online) (First Sit)**

Description: Online Open book examination 2000 words max - conducted in a 24 hour window

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Examination (Online) (Resit)

Description: Open book online examination max 2000 words conducted in a 24 hour window

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business with Management [UCW] FdA 2023-24

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