



Module Specification

Principles of Marketing

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Part 1: Information

Module title: Principles of Marketing

Module code: UMKDV5-15-0

Level: Level 3

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: The British College Nepal

Delivery locations: The British College Nepal

Field:

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The overall aim of this module is to introduce the core concepts and framework of marketing in areas of both traditional and digital. Module aims to help understand the foundation theories of Marketing and its strategic importance in contemporary organisations. It also aims to provide understanding of contemporary issues in marketing

Features: Not applicable

Educational aims: The module introduces the foundation theories and frameworks in marketing. It also builds knowledge of contemporary application of marketing theories and the importance of marketing in making organisations successful.

Outline syllabus: The module outlines are: The Marketing Concepts, Marketing Mix, Marketing Environment Analysis, Consumer Buying Behaviour, Marketing Communications and Advertising, Digital and Social Media Marketing, Service Marketing, Basics of Marketing Research, Contemporary Issues in Marketing, Sustainable Marketing, Marketing Plan Process.

Part 3: Teaching and learning methods

Teaching and learning methods: Module will use a blend of teaching and learning techniques to help students achieve the module aims. This will include case studies, lectures, practical applied activities.

Lectures: The module will be taught in person/Online/Hybrid through lectures, seminars and student led- discussions. F2F lectures will be delivered in the physical premises of the college but in case of online class, lectures will be delivered via TBC VLE and will be recorded. All lectures will be supplemented by a series of activities, seminars, guest lectures, workshops, presentations.

Teaching Materials: All teaching materials including the module specification, course handbook, module schedule will be posted on TBC VLE - Orbund system. Students are expected to do self directed study through the live lectures and materials that are provided. In order to make sure there is cohesive student learning experience.

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

MO1 Demonstrate sound understanding of the basic concepts and framework of marketing.

MO2 Analyse and assess the relevance of marketing concepts in selected organisations for both traditional and digital marketing

MO3 Apply relevant marketing concepts to address contemporary issues of selected business organisations.

Hours to be allocated: 150

Contact hours:

Face-to-face learning = 36 hours

Total = 36

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/59D950F1-9994-6387-B811-67D6A4E04B25.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/59D950F1-9994-6387-B811-67D6A4E04B25.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment components are designed to provide an opportunity for students to critically reflect on the marketing framework, concepts, and their relevance to the practical settings for the identification of issues and solutions.

Students will be assessed using two types of assessments. The first is Component A which is administered mid-term.

Weighting - 25%

Component A: Individual Presentation

10-minutes

Measures learning in regard to MO- 1

The second assessment is administered end of the term.

Weighting - 75%

Component B: Report

1500-words

MO measured by this component -- 1,2,3

Students are expected to follow good academic practices including academic honesty. Appropriate referencing and citation in accordance with the Harvard Referencing style is to be followed. The coursework is to be submitted via Turnitin platform to check for any plagiarism (similarity). Applicable Academic Regulation Policy of TBC and UWE is to be followed.

Note: Assessments are submitted via Turnitin using TBC's VLE.

Assessment components:

Presentation - Component A (First Sit)

Description: Individual presentation of 10 minutes assessing MO 1

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Written Assignment - Component B (First Sit)

Description: Component B. - individual Report - assessing MO 123- 2000 words (75%)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation - Component A (Resit)

Description: Component A (25%) - 10 minute Individual Presentation assessing MO1

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Report - Component B (Resit)

Description: Component B.1 (75%) - Report assessing MOs1,2,3 - 2000 words

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Foundation (Business) [NepalBrit] FdCert 2022-23